

Patrons Manager

Background

For over a century Whitechapel Gallery has premiered world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Mark Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Lucien Freud, Cindy Sherman and Mark Wallinger.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the newly expanded Gallery is open all year round, so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

Role

The Patrons Manager is an ideal opportunity for a dynamic individual who wishes to play a hands-on role in engaging supporters with artists and culture. They are responsible for developing and fulfilling the Gallery's Patron programmes which include Global Circle Patrons, Director's Circle Patrons, Curator's Circle Patrons, Patrons, First Futures, and other supporter groups as required. They are also responsible for overseeing the administration of patronage, including recruiting new patrons, processing payments and sending renewal reminders, with the support of the Patrons Officer.

The Patrons Manager will work across the organisation, in particular working closely with the Director of Development, Head of Major Donors and Donor Engagement, Corporate Development Manager, Development Events Manager, Head of Marketing and Membership, Digital Content Editor and Visitor Services to retain and recruit Patrons.

The Development Department

The Development Department is responsible for generating over a third of the Whitechapel Gallery's annual income through a variety of raised income streams, including individual donors, trusts and foundations, statutory funders, corporate partnerships and events. The Department raises income for all Gallery activities and projects; exhibitions, education and community programmes; public talks and events; capital requirements; endowments and unrestricted revenue income.

The Development department consists of: Director of Development; Head of Major Donors and Donor Engagement; Corporate Development Manager; Development Manager, Trusts, Foundations and Statutory Bodies; Development Events Manager; Development Events Officer; Patrons Manager; Patrons Officer; Development Research and Database Officer; and Assistant Curator, Special Projects.

Accountability

The Patrons Manager is line managed by the Head of Major Donors and Donor Engagement and manages the Patrons Officer.

Duties and responsibilities

Patrons Programme and Engagement

- Lead on the delivery of all aspects of the Patrons Programmes including strategy, recruitment, fulfilment, marketing and renewals, ensuring high donor stewardship standards are maintained at all times
- Agree financial and membership targets for Patrons with the Head of Major Donors and Donor Engagement and plan and implement a strategy to meet them, within the wider Development department income targets
- Develop strong relationships with Patrons to ensure an engaged and committed supporter group at the Gallery
- Ensure that benefits and stewardship are delivered to all Patrons according to their levels, including accreditation
- Plan and deliver a communications strategy for each Patrons scheme in liaison with the Head of Major Donors and Donor Engagement and the Communications team
- Along with the Patrons Officer, be the first point of contact for all Patrons queries
- Work closely with senior Patrons volunteers to help develop the Patrons programme
- Support the Corporate Development Manager in helping to grow the Corporate Patrons programme, and lead on stewardship of the named individuals who receive benefits through Corporate patronage

Events

- Devise and deliver an engaging bespoke events programme for Patrons, including Patron breakfasts, exhibition previews, gallery and artist studio tours
- Write and oversee production of the printed events programme for Patrons, in close collaboration with the Design Manager
- Attend Patron events to ensure they are run to schedule and Patron guest requirements are fully met, as well as to develop a rapport with the Patrons
- Lead on the conception, promotion and delivery of national and international trips for Patrons and other supporters, in collaboration with the Head of Major Donors and Donor Engagement
- Work closely with the Development Events Manager and Officer to ensure that Patrons are invited to other Gallery events as appropriate, attending these events where required

Finance & Administration

- Have overall responsibility for all day-to-day administration processes related to Patron subscriptions, from generating thank-you letters and coordinating monthly renewals to processing new and renewal memberships on Raiser's Edge
- Record all Patron income and expenditure in an accurate and timely manner on department budgets
- Ensure information is up to date on Patron records on the Raiser's Edge database, including gift details, contact information and event attendance.
- Deliver and report income to Finance in a timely manner and ensure Patron filing is up to date
- Ensure all financial procedures, including membership administration and income recording, are adhered to
- Ensure that an accurate record is kept of the benefits agreed with individual supporters
- Ensure all Patrons' accreditation details are accurately recorded on the database, effectively administered and updated on the website and in print materials, in line with donors' wishes

- Produce accurate reports on income, renewals and appropriate KPIs as requested by the Head of Major Donors and Donor Engagement
- Determine and collate data on renewals and sales to inform strategy
- Maintain an up-to-date awareness of and responsibility for laws and best practice for managing Gift Aid and tax-efficient giving, and ensure Gift Aid fulfillment for the Department
- Ensure that all Patron data is compliant with the latest GDPR legislation

Line Management

- Line manage the Patrons Officer, as well as any other volunteers or work placements as agreed with the Head of Major Donors and Donor Engagement

Other

- Other activities reasonably required by Head of Major Donors and Donor Engagement or Director of Development

Person Specification

Essential

- Successful track record of fundraising from individuals towards agreed targets
- Successful track record of managing and developing donor / client relationships
- Exceptional interpersonal and communication skills both verbal and written
- Demonstrable confidence, maturity, tact and a high level of professionalism to network and liaise with a wide range of people
- Excellent knowledge of the London and international contemporary art scenes
- Excellent time management skills, with the ability to deal with multiple priorities at once while remaining flexible
- Strong interest and empathy with the activities and policies of the Whitechapel Gallery, in particular the Exhibitions, Education and Community programmes
- Experience of using a CRM database
- Practical experience of creating and managing budgets and financial information
- Skills to produce well presented and professional documents to tight deadlines and resources
- Strong administrative and organisational abilities, with close attention to detail
- IT literate and experience of Microsoft Office suite
- Enthusiasm and motivation, with the ability to use own initiative, take responsibility for tasks, complete them efficiently and develop new and unique ideas
- Ability to work as part of a team

Desirable

- Experience of working with a Patrons and/or membership scheme within the arts sector
- Line management experience
- Experience of using Raiser's Edge database
- Experience of practical work related to Gift Aid, VAT and/or GDPR
- Experience of working in a gallery or museum
- Experience of working with boards and committees

Conditions of Work

- Permanent contract
- Salary: c. £31,000 per annum dependent on experience
- Hours of work: full time position, 5 days a week, 9:30am – 5:45pm, with one hour for lunch
- Some evening work will be required, however time off in lieu will be offered
- Probation period: 6 months
- The notice period is three months in writing on either side

In addition, the benefits you are eligible to receive are:

- 25 days annual holiday (pro rata for part-time staff)
- Research trips
- Discount from Whitechapel Gallery bookshop
- Discount from the Whitechapel Gallery Café/Bar and Dining Room
- Discounts on editions (one per edition) and publications
- Free entry to a range of arts organizations across the UK
- Training opportunities