



SOCIETY OF
ANTIQUARIES
OF LONDON



KELMSCOTT
MANOR
SOCIETY OF ANTIQUARIES OF LONDON

Job Description

- Job title:** Business Development Manager
- Location:** Kelmscott Manor, Oxfordshire
- Hours:** Full Time, 35 hours per week
- Reporting to:** Property Manager
- Line Manager to:** Retail Manager and Catering Manager
- Responsible for:** The marketing, fundraising and commercial aspects of the enhancement of Kelmscott Manor's business performance, to help secure a sustainable future for the wider Kelmscott Manor estate in accordance with the aims of the Society of Antiquaries of London, and specifically in the Kelmscott and Morris's: Part, Present and Future project.
- Key Relationships:** Property Manager, Retail Manager, Catering Manager, Visitor & Volunteer Manager, Curator and Administration Assistant (all at Kelmscott Manor). You will be expected to liaise closely with SAL's Head of Development on Fundraising and as necessary and appropriate, the General Secretary, Head of Finance and Operations, Head of Communications and Head of Library & Collections (at Burlington House in London).
- Salary:** £27,000 per annum

Context

Kelmscott Manor is an internationally important site inextricably associated with Williams Morris, pioneer of heritage conservation and leader of the English Arts and Crafts Movement. The Society of Antiquaries of London has owned the Manor in Oxfordshire since 1962. The Manor is open to the public as a heritage attraction.

In recent years the profile of the Manor has grown considerably and successfully. The Manor has won numerous heritage and tourism awards: visitor numbers have increased, and visitor satisfaction is extremely high with our tearoom and shop being very popular with our visitors.

The Manor is currently undergoing major conservation and improvement works funded by the National Lottery Heritage Fund and other funders. As part of this project, we are constructing a new education building and will be increasing the number of days we will be open to the public once the work is fully completed in 2021.

This post is funded by the National Lottery Heritage Fund for three years and must be sustainable after this period.



Job Summary

The purpose of this job description statement is to describe the general nature and level of work to be performed by the employee assigned to this job title. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills require. As this is a new post, we reserve the right to revise the job description as necessary but will do so in consultation with the job holder at the appropriate time.

Overall Purpose of the Job:

1. Devise and direct the implementation of the Manor's fundraising strategy.
2. Devise and implement the Manor's marketing strategy.
3. Work with the Property Manager in the development and implementation of a comprehensive strategy for all commercial and income generating activities and business partnerships at Kelmscott Manor.
4. To stimulate the generation of new and incremental income streams by researching, testing' and developing business ideas and opportunities.

Main Duties and Responsibilities

1. Devise and direct the implementation of the Manor's fundraising strategy, including major fundraising proposals in the UK, special appeals, applications to businesses and local grant making bodies, cultivation, and fundraising events.
2. Devise and implement the Manor's marketing strategy managing the marketing budget and placing advertisements as appropriate to build new visitor levels and diversity to those projected in the Business Plan, or better.
3. Identify and pursue initiatives to attract new and incremental public visits.
4. Identify new opportunities for Business Partnerships to attract sponsorship of events, activities, exhibitions, and equipment.
5. Work with the Property Manager to explore opportunities to stage special events at the Manor that can help to broaden the property's reach and contribute to its improved profitability.
6. Work with the Property Manager and others to explore ways of adapting the existing admissions / ticketing tariff to attract greater numbers of visitors whilst growing net ticket yields.
7. Work with the Catering Manager to identify ways of improving catering sales throughput, volumes, margins, and average visitors spends per head mindful of the planned growth of visitor attendance and changing visitor profiles.
8. Work with the Retail Manager to identify ways of improving retail sales throughput, volumes, margins, and average spend per head, mindful of the planned growth of visitor attendance and changing visitor profiles.



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9. Work with the Property Manager, Retail Manager and Head of Communications at Burlington House to develop the Manor's e-commerce strategy and move Kelmscott's retail business to a year-round operation.
10. Work with the Retail Manager and Curator to identify opportunities to use the Collection to establish new licensing opportunities and formulate appropriate licensing agreements.
11. Attend conferences and events to build relationships with industry partners and staying up to date with new trends.
12. Assist the Head of Development at Burlington House with specific grant applications and other fundraising initiatives as required.

Other duties

To attend appropriate training courses to improve and extend skills base as identified from time to time.

Other tasks as designated by the Property Manager



PERSON SPECIFICATION

Essential	Desirable
Training and Qualifications	
<p>A commercial background with exposure to the 'not for profit' / charity sector.</p> <p>2 – 4 years' experience in a business development role</p> <p>Experience of developing and converting business opportunities</p>	<p>Previous experience in the visitor attractions or museums sector</p> <p>Previous experience of contributing to strategic planning</p>
Experience/Knowledge and Skills	
<p>Experience in Fundraising</p> <p>Good literacy, numeracy, and IT skills</p> <p>Good organisational skills with the ability to effectively manage competing demands.</p> <p>Attention to detail and the ability to produce high quality proposals and reports with minimal supervision</p>	<p>Presentation preparation and delivery skills.</p> <p>Change management skills.</p> <p>Familiarity with visitor attraction ticketing and CRM systems</p> <p>Familiarity with e-commerce & licensing</p>
Interpersonal skills	
<p>Teamworking skills and a collaborative approach to work.</p> <p>Ability to motivate yourself and set your own goals.</p> <p>Interpersonal skills for building and developing relationships with customers, staff, and others.</p> <p>Ability to work under pressure and to deadlines.</p> <p>Enjoys working as part of a team.</p>	
Particular circumstances to this post	
<p>Commitment to SAL's / Kelmscott Manor's strategic direction and core values.</p> <p>Willingness to be flexible in working hour patterns and days worked.</p> <p>The need for diplomacy in developing relationships with the Village community.</p>	
Personal attributes	
<p>Good Physical Fitness.</p>	