

Job Description

Job Title	Head of Development and Partnerships
Reporting to:	Director of Finance and Resources / CEO
Direct Reports:	Senior Development Manager – Campaigns and Events Trusts and Foundations Manager Individual and Regular Giving Manager
Grade:	Senior Advisory/Managerial
Department/Team:	Development
Group:	Finance and Resources

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister public sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum onsite, offsite and online and celebrate differences.
- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

This role is part of the Finance and Resources Group reporting to the Director of Finance and resources while working closely with the CEO direct to plan fundraising campaigns, events and receptions.

The Finance and Resources Group comprises the Finance, Human Resources & Volunteering, Estates, Development and IT teams who support the Museum to manage and develop all resources and activities effectively and flexibly to meet its charitable objectives and strategic ambitions, within a professional, collaborative, diverse and entrepreneurial culture. The team is also responsible for ensuring that appropriate controls are in place to meet all legal and regulatory requirements.

Purpose of the Job

- To lead fundraising for the RAF Museum - developing and delivering an ambitious fundraising strategy, and championing fundraising as a discipline within the Museum.
- Working closely with Trustees, Directors and colleagues to identify and develop cases for support around capital and revenue needs.
- To identify and cultivate new prospective donor markets in the UK and overseas – showing a willingness to travel internationally as appropriate.
- To develop and deliver identified stand-alone fundraising campaigns in support of agreed capital and activity programmes.
- Working closely with the CEO, lead the Museum's partnership with the RAF Museum

American Foundation (RAFMAF), support the Chair to manage Board meetings and direct the effective planning and delivery of the annual dinner in Washington DC and other events as appropriate.

- Oversee and co-ordinate Museum partnerships, representing the Museum with external non-commercial stakeholders, in particular the RAF. Liaise closely with the Head of Events to deconflict visits and bookings, working together for the best reputational and financial outcomes for the Museum.

Key Role Responsibilities

Fundraising

- Develop and agree an overarching Fundraising Strategy for the RAF Museum with an associated delivery plan.
- Lead, support and enable the Development team in the successful delivery of agreed annual revenue and capital income targets.
- Continuously assess progress against the fundraising strategy and its objectives to ensure that agreed income targets and benefits are delivered, adapting the strategy and plans as required.
- Develop and lead on the delivery of specific fundraising campaigns designed to support capital and associated activity programmes.
- Work alongside and support the Museum's Directors, Campaign Boards and Trustees providing research and materials for cultivation and solicitation of potential donors.
- Lead the annual sponsorship campaign for the RAFMAF dinner, managing company relationships to gain the best overall outcome for both RAFMAF and the Museum.
- Present to a wide range of potential donors with appropriate messaging and benefit opportunities.
- Identify and implement new fundraising income streams and opportunities.
- Respond deftly to organise emergency fundraising campaigns should the need arise.

Department Leadership and Management

- Lead and motivate the Development Team of staff and volunteers ensuring plans are progressed successfully, setting and monitoring objectives and encouraging professional development.
- Develop and maintain policies and procedures that support and deliver effective fundraising and comply with fundraising legislation.
- Ensure the departmental database is kept up to date and used to administrate and report on fundraising progress.

- Provide effective, timely reporting both in writing and through presentations and discussion to Board Committee level.
- Tender for, manage and oversee the work of external contractors and consultants as required.
- Encourage feedback from the Development Team and other departments to ensure 'lessons learned' are shared with colleagues.
- Provide proactive risk management for fundraising.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Hold overall responsibility for all departmental income and expenditure budgets.
- Provide effective financial management and reporting, liaising with the Director of Finance and Resources to provide Finance Committee and Board reporting.
- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including in relation to Health and Safety, Safeguarding and GDPR.
- Stay up to date and comply with fundraising best practice (funding Regulator advice, Institute of Fundraising).
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner, to bring your team and the wider staff along with you when changes and developments are being implemented.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate

with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.

- You will be expected to travel regularly between RAF Museum sites and to other locations, as and when the role requires it, including outside the UK.

Person Specification:

The post holder **must** be able to demonstrate the following core/professional competencies:

COMPETENCY	DETAILS
Essential technical competencies	<ul style="list-style-type: none"> • Educated to first degree level or equivalent experience. • Demonstrable experience in developing and delivering fundraising strategies and plans, personally securing five to six figure support. • Excellent Microsoft Office software and fundraising database/CRM skills. • Ability to create, analyse and report on financial information and management accounts.
Communication & Engaging People	<ul style="list-style-type: none"> • Is able to inspire team to engage with the long-term vision and purpose of the Museum. • Communicates in a timely, straightforward, respectful, honest and engaging manner with colleagues and other stakeholders and expresses clearly, but with sensitivity, if they disagree or have concerns about decisions. • Provides constructive challenge to senior leadership on proposals. • Provides constructive challenge back to team on views, suggestions and behaviour. • Is able to adapt style of communication depending on audience and message.
Decision Making & Problem Solving	<ul style="list-style-type: none"> • Delegates decision making to the right level within team. • Willing to make difficult decisions, pragmatically weighing up the complexities against the need to act, and demonstrates resilience in communicating and implementing decisions. • Prepared to take managed risks, ensuring these are planned and impact assessed. • Continually looks for ways to improve current working practices within team, seeking appropriate approval and implementing in a timely manner. • Places emphasis on both the future and shorter-term implications when decision making.
Delivering Results	<ul style="list-style-type: none"> • Pushes themselves and team to achieve, setting a clear plan and objectives and ensuring they/their team stay focussed. • Pro-actively supports team in overcoming obstacles to achievement of objectives. • Takes responsibility for delivering expected outcomes on time and to standard. • Successfully manages, supports and stretches self and team to deliver agreed goals and objectives. • Regularly monitors own and team's outcomes and activities against

	targets, and acts promptly to keep work on track/maintain performance.
Change, Adaptability & Flexibility	<ul style="list-style-type: none"> • Demonstrates positivity in relation to change and encourages team to embrace change. • Identifies and seizes opportunities, getting others to buy-in to the change and seeing it through to completion by maintaining positivity, energy and drive. • Provides team with the skills and information to allow them to successfully flex and adapt to change. • Helps colleagues deal with their reactions to change. • Is confident to initiate and manage change initiatives for the benefit of the team and/or Museum.
Strategy and Leadership	<ul style="list-style-type: none"> • Proactively seeks to advance own professional/technical expertise and supports others to do so. • Uses specialist/technical/professional expertise, detailed operational knowledge, and/or accumulated knowledge to its fullest extent where appropriate.
Professional Excellence	<ul style="list-style-type: none"> • Ensures own team's strategy and activities are aligned to the Museum's priorities and clearly articulates these to team. • Pro-actively builds and applies broader knowledge and understanding of Museum, cultural sector and wider business/commercial environment, to own role and team. • Ensures relevant issues relating to own area are effectively fed into strategy and big picture considerations. • Demonstrates both self-motivation and the flexibility required to deliver on commitments. • Builds and inspires team(s), encouraging ownership, collaboration, creativity and personal empowerment.

The following are desirable:

COMPETENCY	DETAILS
Additional	<ul style="list-style-type: none"> • Experience of developing and delivering stakeholder events. • Experience of securing National Lottery Heritage Fund (NLHF) Funding. • Experience of working with Statutory funders. • Experience of international fundraising including US Foundations. • Institute of Fundraising Certificate in Fundraising Management. • Raiser's Edge database skills.

Date updated: 16/12/2025

Updated by: Maggie Appleton

Approved by: Kam Sandhu-Patel