

projectart works

Marketing and Income Generation Manager

About us

Project Art Works is an independent charity and arts organisation that collaborates with neurodivergent people, families, caregivers, and people working in culture and care. We believe that art can, through both its process and its final form, reflect and articulate ideas that transcend difference and reach people.

Job description

Project Art Works is seeking an experienced Marketing and Income Generation Manager to help our charity diversify and grow our income across sales, licensing, corporate partnerships, individual giving and philanthropy. This is a newly created opportunity for a motivated person who can use their own initiative, apply their ideas, and help to develop a strategy and delivery plan to realise our ambition.

Your role is to help to drive the financial sustainability of the charity by cultivating and managing relationships with corporates, customers, donors, and supporters. Your ability to engage with potential partners and inspire them to support our charity will be key to your success.

This will include:

- Development of a pipeline of new individuals and local businesses / corporates through networking, relationship building and stewardship of supporters.
- Developing and managing a prospect pool for major gift cultivation, researching relevant donors and facilitating introduction.
- Cultivate commissions from galleries and cultural institutions, to increase opportunities for art made at Project Art Works to be seen.
- Client facing: representing the organisation alongside the creative team, Gallery & Productions Manager, Communications & Project Manager, SMT as required.
- Proactively explore new business and market opportunities through events, private hires, art fairs and merchandising, in conjunction with the Gallery & Productions Manager.
- Increase profits, and track progress, from our commercial operations based on ambitious, set targets and employing key performance indicators (KPIs).
- Cultivate an entrepreneurial culture whilst staying true to our values and vision.
- Work independently to plan and implement creative strategies to increase philanthropic gifts.
- Work in collaboration with the Project & Communications Manager to develop and deliver marketing campaigns to drive increased revenue through donations, corporate partnerships, sales, licensing, venue hire.
- Ensure that all enquiries are followed up and lead the process from start to finish.
- Produce quarterly reports for the Senior Management Team and Board.

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The role requires strategic, long-term thinking with support from the Senior Management Team, and you must demonstrate a proven track record of developing and implementing successful long-term income generation strategies.

Contract: 2 year fixed term contract. 32 hours per week. Based in Hastings with some flexible working / working from home as required.

Person specification

Experience of researching new business/prospects and of relationship building.

Demonstrated success in cultivating and managing a high value and diverse portfolio of major donors.

Experience of working within a results-oriented environment, with a record of achieving personal KPIs and targets.

Excellent interpersonal and verbal skills and with proven experience of managing or liaising with either clients, customers or charity donors.

Proven experience of cross-team working and liaising with multiple stakeholders.

A demonstrable interest in disability rights, ethical fundraising, and visual arts practice.

Excellent administration and organisation skills, demonstrating the ability to manage conflicting priorities and meet deadlines whilst working under pressure.

Strong written and verbal communication skills.

Ability to work well as a member of a team as well as on own initiative.

How to apply

Please send your CV with a cover letter detailing your suitability for the role and how you meet the Person Specification. Please email this to the Development Director:

helen@projectartworks.org