



The Line: Head of Development
Job Description and Person Specification
Responsible to: Director

Introduction

Thank you for your interest in The Line and the role of Head of Development. The Line is East London's public art trail that connects Queen Elizabeth Olympic Park and The O2 following the waterways and the line of the Greenwich Meridian. Our mission is to connect communities and inspire individuals through a dynamic outdoor exhibition programme where everyone can explore art, nature and heritage for free.

We focus on collaborative engagement programmes that support wellbeing and learning, as well as providing opportunities for young people to develop skills and improve employability. At The Line, we value an open, inclusive and nurturing environment to promote collaboration, creativity and wellbeing. The Line believes in the transformative impact of art and nature, and we are committed to increasing access to the arts through our programmes and challenging barriers to participation.

Following a period of extraordinary growth and development, 2025 marks The Line's tenth anniversary presenting an opportunity to celebrate the world class exhibition programme and the contribution of the organisation to audiences and local communities through its engagement programme. This year ushers in the next chapter in our story and as part of that development we are excited to recruit a new Head of Development to join our team and to lead The Line's fundraising strategy into the future. This will involve making use of this anniversary moment to solidify our relationships with existing funders as well as attracting new funders, patrons and partners to join us over our next decade.

The Head of Development is a new role, and we are seeking a dynamic fundraiser and strategic thinker to join us to raise income for The Line to support our future ambitions and ensure the sustained legacy of our impact. You will have demonstrable income generation experience within a charity setting and will be comfortable raising funds from a variety of sources, as well as the ability to craft a compelling narrative and manage relationships with a range of funders.

Our Impact

Co-Founded in 2015, the Line was established to democratise access to art by introducing sculptures that were previously hidden from public view into the public realm for audiences to experience for free. Collaboration with local stakeholders and grassroots organisations were key to the initial development of The Line and remain a critical part of our success and legacy.

In 2020, The Line celebrated its fifth anniversary with the extension of the route into Queen Elizabeth Olympic Park, its first site-specific commission and the launch of our digital guide with Bloomberg Connects, the free arts and culture app. In 2022, we expanded our team and our board of trustees and launched three new site-specific commissions, which were complimented by a wide-ranging multi-disciplinary engagement programme.

In 2024 footfall on The Line was 5.5 million with 25 installations available for free, 24 hours a day. 96.3% of people who engaged with us agreed that The Line makes experiencing art more accessible. Our work in 2024 generated 42 youth employment opportunities and 8 artist

commissions as well as over 1,470 miles covered through guided walks on the route, demonstrating the breadth of our programmes to promote the transformational power of art. In this, our tenth anniversary year, our plans remain ambitious with new commissions and a publication in development as well as wellbeing and research partnerships to further extend the impact of our work and build new audiences.

Fundraising at The Line

The Line is a registered charity and depends on the generosity of visitors, patrons, trusts and foundations and corporate supporters to deliver our wide-ranging programme of outdoor installations, exhibitions and live events. We raise around £1m per year from a range of sources including several multi-year grants from major arts Trust funders, corporate partnerships and from our loyal circle of patrons and major donors. As we head into this next phase of our organisational development our focus is on continuing to steward existing partnerships whilst building new relationships particularly through individual giving and Corporate Partners.

Purpose of the Role

The Head of Development will be responsible for securing and sustaining funds to support the delivery of the organisation's mission and vision. Working closely with the Director, the Head of Development will be responsible for the development and delivery of our fundraising strategy against agreed targets, maximising opportunities to generate income, particularly through Trusts and Foundations, individual giving and corporate partnerships.

The post is part of the Senior Management Team, working with the Director and Board of Trustees on strategic development and sustainable growth. Alongside holding key external relationships with funders and stakeholders, the Head of Development also has the opportunity of shaping and growing a development team. The post holder will line manage a newly recruited Development Coordinator as well as freelance researchers and grant writers and ensuring that individuals that they line manage are supported to the fullest of their abilities.

Key Responsibilities

Strategy and Management

- Work with the Director to review The Line's fundraising strategy and to implement a strategy which compliments the organisation's long-term strategic plan
- Lead the team to ensure consistency on data capture and analytics relating to fundraising to ensure consistent communication of The Line's impact to key stakeholders
- Keep up to date with current and future trends in fundraising and philanthropy, making recommendations that will inform our approach and strategy
- Support the Director to champion the importance of fundraising internally, engaging staff and Trustees
- Attend industry events, launches and fundraising events, including occasional UK and International travel and to represent The Line as needed.

Administration and Finance

- Set annual income targets, and support the Director and Finance and Operations Director to monitor and forecast performance against targets
- Oversee the Development Coordinator in using the company's CRM system to manage development data, track funder journeys and ensure the data that is stored is fit for purpose and GDPR compliant

- Liaise with the Finance and Operations Director to ensure that income is properly administered, including acknowledgement, financial receipts, maximising donation value and Gift Aid
- Work with the Finance and Operations Director to create and implement fundraising policies and processes, ensuring all fundraising activity meets legal requirements
- Oversee the Development Coordinator to ensure all donors are promptly and accurately credited online and across all channels
- Work with the Director and Head of Engagement to ensure evaluation requirements are integrated into funded projects from the outset

Existing Funders

- Translate The Line's programme and future plans into compelling funding proposals for Trusts and Foundations, individuals and corporates as appropriate
- Lead on stewardship and management of existing donor relationships, including reporting, benefits delivery and general relationship management with the support of the Development Coordinator
- Liaise with the Finance and Operations Director to ensure application budgets comply with funders guidelines, and grants are spent in line with funding agreements
- Build long-term relationships with supporters ensuring they are fully engaged and committed, that renewals are secured, and gift levels increased where possible

New Income Generation

- Lead on prospect research to identify new opportunities for funding for The Line across Trusts and Foundations, individuals, and corporate partnerships with the support of the Development Coordinator
- Work with the Director to cultivate, secure and steward major gifts
- Develop a strategy for growing the donor pipeline and securing new gifts from Trusts and Foundations, Individuals and Corporate Partners including researching, identifying, and approaching new UK and International prospects (where possible through The Line American Friends) across giving levels

Events

- With support from the Development Coordinator lead on patrons' events strategy and delivery and management
- Develop creative ways for donors and partners to engage with The Line through events such as artist's talks, studio visits, project visits, project launches and curated tours, and other fundraising activities
- Provide direction and briefing to the Development team and The Line staff ahead of donor engagement events

General

- Act as an advocate for The Line
- Take an active role in your continuing professional development, identifying relevant training opportunities
- Work at all times in accordance with The Line's policies and any other policies or plans The Line may introduce in the future
- Other fundraising and events duties as reasonably required by the Director, Finance and Operations Director and Board of Trustees

Person Specification

Essential knowledge, experience and skills:

- Demonstratable track record of revenue generation within the charitable sector, preferably within the arts
- Proven high-level fundraising experience, personally securing five- to six-figure sums, gained through individual philanthropy, trusts and foundations, public sector and/or corporate partnerships
- Excellent written, verbal and presentation skills with the ability to adapt ideas and content for a broad range of stakeholders
- Knowledge of the UK cultural funding landscape and best practice
- Experience of working with a CRM system
- Experience of relationship management with a range of internal and external stakeholders
- A results-driven approach and the ability to lead and inspire colleagues to reach targets
- Experience of financial planning and building bids
- Knowledge of GDPR, data protection and fundraising compliance

Desirable knowledge, skills and experience:

- Experience of contributing to an organisation at senior management level
- Well-established professional relationships and networks
- Knowledge of tax law as it applies to individual giving, events and corporate giving
- Experience of running donor schemes outside of the UK

Essential behaviours / qualities:

- An understanding of and commitment to equal opportunities, inclusion and access
- Flexible, approachable and adaptable – with the ability to work well within and lead a small team while also working independently and proactively
- Honesty
- Reliability and punctuality

Summary of Main Terms and Conditions

Title: Head of Development

Reports to: Director

Responsible for: Development Coordinator

Key relationships: Finance and Operations Director, Head of Engagement and Production and Sustainability Director

Contract: Permanent

Salary: £50,000 per annum

Hours of Work: This role is offered as a full-time position. The working week is 40 hours including a paid one-hour lunch break. Usual office hours are 9.30am- 5.30pm, Monday to Friday. The nature of the responsibilities is that additional working may be required. No overtime will be paid but time off in lieu (TOIL) may be taken with prior agreement in accordance with TOIL policy.

Location:	The Line operates a hybrid working model with staff working a minimum of 2 days per week (preferably Mondays and Thursdays) in our offices at Plexal, Here East at the Olympic Park in London. This dynamic canal-side co-working space offers meeting spaces, break-out areas as well as regular social events and training opportunities.
Probationary Period:	6 months during which time two weeks' notice is required by both parties
Notice Period:	3 months
Paid holiday entitlement:	25 days per annum plus statutory Bank Holidays.
Pension scheme:	If the post holder meets the qualifying criteria, they will be automatically enrolled into the company pension scheme, which is with NEST. The employer's contribution is 3% and employee 5%.
Identity checks:	The successful applicant will need to provide official documents to confirm that they have the right to work in the UK.
References:	All offers of employment will be subject to the receipt of satisfactory references.

Employment benefits:

- Holiday entitlement of 25 days per plus normal public holidays
- Contributory NEST pension scheme
- Cycle to work scheme
- Wellbeing support

Equal Opportunities

We are committed to equality and diversity within our workforce and in all opportunities. Our recruitment process is open to all, but we would particularly like to encourage applications from people from Black, Asian and ethnically diverse backgrounds, those who identify as LGBTQ+, those from lower socio-economic backgrounds and those who identify as disabled, as these groups are currently underrepresented in the cultural sector more widely.

Your application and any associated personal information will be stored and processed in accordance with our Data Retention and Disposal Policy. We will keep your equal opportunities form for a period of 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are employed by us, the information you supply will be kept securely and will form part of your employment record. All information will be treated in confidence and will not be seen by staff directly involved in the appointment and used only to provide information for monitoring and evaluation purposes.

Application deadline and interviews

The closing date for applications is 9am on Tuesday 4 March 2025. Interviews are expected to take place during wc 10 March.

How to apply:

To discuss the role in more detail please contact Vicki Grace, Director of Recruitment and Organisational Change at Achates who are supporting us with this process, by emailing vicki@achates.org.uk to set up a conversation.

To apply please send a supporting statement (of no more than 2 pages) outlining why you want to work for The Line and how you meet the requirements of the role along with your CV (of no more than 2 pages) to recruits@achates.org.uk. Please also fill out our [Equal Opportunities Monitoring Form](#) and include the names, email address and telephone numbers of two people who can give you a reference. At least one of these should be your current or most recent employer (please note no references will be taken without your prior consent). Supporting Statements and CVs should be submitted in either PDF or Word formatting. Please note CVs and Supporting Statements will also be shared with The Line team for shortlisting and next steps.

If this process is not an appropriate method for you because of access needs, please contact Achates on recruits@achates.org.uk to make alternative arrangements that work for you.

The job description is also available in large print format. To request please contact Achates on recruits@achates.org.uk.