



Head of Development at The Line

Job Description and Person Specification

Permanent contract, Full time

Commencing: September 2026

Salary: £51,000 per annum

Employment benefits:

- Holiday entitlement of 25 days per annum plus statutory Bank Holidays
- Contributory NEST pension scheme
- Cycle to work scheme
- Wellbeing support

Probationary Period: 6 months

Full employment terms will be included within the contract of employment.

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.

Through its work, The Line enables artists to connect with people and place in new ways and has gained a profile for being locally rooted and internationally significant. The programme brings together works on loan with site-specific commissions and co-commissions with local people. Recent installations on the route include works by pioneering minimalist sculptor Rasheed Araeen, the first public artwork in the UK by artist Zineb Sedira and a co-commissioned work with the local community by Turner Prize-winning artist Helen Cammock. Through The Line's engagement programme, the organisation enhances opportunity and wellbeing, fosters inclusion, and generates meaningful social impact.

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.

Overview

As The Line enters its next chapter following its tenth anniversary, we are seeking an ambitious and strategic fundraising leader to build on our foundations to help secure the organisation's long-term financial sustainability.

This role is suited to an experienced fundraiser with a strong track record of securing significant income, including six-figure gifts, within the charitable sector. Working closely with the Director and Board, the Head of Development will lead fundraising strategy, strengthen

supporter relationships, and diversify income streams to support The Line's future growth and impact.

Purpose of the Role

The Head of Development will lead the delivery of The Line's fundraising strategy, securing income from trusts and foundations, individual donors, corporate partners, and other funding sources. They will build and manage relationships with funders and supporters, identify new opportunities for growth, and ensure excellent stewardship across all fundraising activities.

As a member of the Senior Management Team, the postholder will contribute to organisational strategy and sustainable growth. They will also manage and develop the fundraising function, including the Development Coordinator and freelance fundraising support.

Reports to: Director

Key relationships: Director of Finance, Head of Engagement, Development Coordinator, Board of Trustees, funders and external stakeholders.

Key Responsibilities:

Strategic leadership and fundraising

- Lead and implement The Line's fundraising strategy, delivering against agreed income targets and diversifying revenue streams.
- Develop and maintain a robust pipeline of trusts, foundations, corporate partners, and individual donors.
- Translate organisational priorities into compelling funding proposals, cases for support, presentations and reports.
- Build, manage and steward relationships with funders, donors, patrons and corporate partners.
- Undertake prospect research and due diligence, identifying opportunities for growth.
- Monitor fundraising performance and provide regular reporting to the Director and Board.
- Keep abreast of fundraising trends, identifying opportunities to strengthen income generation.
- Champion fundraising across the organisation, working with colleagues and Trustees to identify funding opportunities and communicate impact effectively.

Team Leadership and Operations

- Line manage the Development Coordinator and oversee freelance fundraising support.
- Ensure effective use of CRM systems, maintaining accurate, GDPR-compliant data and donor records.
- Lead the production of fundraising materials, donor communications and stewardship activities.
- Support the consistent collection of impact data and evaluation information to strengthen funding applications and reporting.

Financial Management and Compliance

- Set annual income targets with the Director and Director of Finance.
- Manage fundraising budgets, forecasts and income reporting.

- Work closely with Finance colleagues to ensure accurate administration of donations, grants, Gift Aid and financial reporting.
- Ensure fundraising activities, policies and processes comply with relevant legislation and best practice.

Trusts and Foundations

- Lead the development and submission of funding applications and reports.
- Build on and establish strong relationships with funders through excellent stewardship and communication.
- Work with colleagues to ensure funded projects are delivered and reported on in line with grant agreements.

Individual Giving

- Develop and deliver strategies to grow individual giving and major donor income, nurturing a loyal and respected group of supporters.
- Identify, cultivate and secure new supporters and philanthropic prospects in the UK and internationally.
- Create tailored engagement and stewardship plans to encourage long-term support and increased giving.

Corporate Partnerships

- Develop and grow corporate partnerships aligned with The Line's mission and values.
- Secure financial and in-kind support through sponsorships and strategic partnerships.
- Manage and strengthen relationships with existing corporate supporters while identifying new opportunities.

Events and Advocacy

- Lead donor and patron engagement events, working with colleagues to design and deliver high-quality experiences.
- Create opportunities for supporters to engage with The Line through talks, tours, project visits and fundraising events.
- Represent The Line at sector events and maintain awareness of fundraising best practice and developments across the cultural sector.
- Act as an ambassador for The Line and its mission.

General

- Undertake relevant professional development and training.
- Adhere to organisational policies and procedures.
- Carry out other duties reasonably required by the Director, Director of Finance, or Board of Trustees.

Person Specification:

Essential Experience and Skills

- Proven success in generating significant income within the charitable sector, ideally in arts and culture.
- Demonstrable experience securing six-figure funding through trusts and foundations, individual giving, public funding and corporate partnerships.
- Excellent written, verbal and presentation skills.

- Strong understanding of the UK cultural funding landscape and fundraising best practice.
- Experience using CRM systems and managing supporter data.
- Financially literate, with experience developing budgets and funding bids.
- Commercial awareness and experience negotiating partnership agreements.
- Knowledge of GDPR, fundraising regulation and compliance requirements.
- Ability to motivate colleagues and drive results.

Desirable Experience

- Experience operating at senior management level.
- Established fundraising networks and sector relationships.
- Knowledge of tax-efficient giving and charitable fundraising regulations.
- Experience managing donor programmes internationally.

Personal Qualities

- Commitment to equity, diversity, inclusion and access.
- Collaborative, proactive and adaptable approach.
- Strong leadership and relationship-building skills.
- High levels of integrity, reliability and professionalism.

Summary of Main Terms and Conditions

Contract: Permanent

Salary: £51,000 per annum

Hours of Work: 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 our TOIL policy.

Location: Primary location at our offices at Plexal, Here East in the Olympic Park which is a dynamic canal-side co-working offering meeting spaces, break-out areas as well as regular social events and training opportunities.

Some home-working can be supported. We currently work within a Hybrid Working model as we want to support our employees to do their best work, have a good work-life balance and work flexibly whilst staying connected and retaining our sense of purpose and values so expect a minimum of in-person time at the office of 2 days per week (Mondays and Thursdays).

Line Manager: Director

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 4% 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.

Other Benefits: Commitment to CPD through training and development courses.

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 Privacy 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 5pm, **Thursday 30th July 2026**. Interviews are expected to take place on Monday 10th August 2026.

How to apply:

1. Read the Job Description and Person Specification
2. Complete the [application form](#), including your CV (no more than 2 sides) and a covering letter (no more than 2 sides) telling us how you meet the essential and desirable experience in the person specification.
3. Complete the [Equal Opportunities Monitoring Form](#)

If you would like any further information, have any specific requirements or would like to discuss any aspect of the role in confidence, please contact workwithus@the-line.org to arrange a call.

Any application received after the deadline may not be included in the recruitment process. If this process is not an appropriate method for you because of access needs, please contact us to make alternative arrangements. We will acknowledge all applicants with a response.

This job description is available in large print.
Please email info@the-line.org