



Welcome to our information pack for the post of:

Campaigns Manager

The following information is provided to assist your application. Information about the BFI can be found at our website: www.bfi.org.uk with information specifically about job vacancies at www.bfi.org.uk/about-bfi/job-opportunities

1.	Welcome and how to apply:	Page 2
2.	The advert	Page 3
3.	The package Plus link to our 2015/16 BFI Annual Review	Page 4
4.	The BFI	Pages 5
5.	The role	Pages 6 -9
6.	BFI Executive Organisation Chart	Page 10
7.	Development Department Organisation Chart	Page 11

Welcome to our information pack for the post of:

BFI Campaigns Manager

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at an important and pivotal time. The post of Campaigns Manager will play a crucial role to ensure our success going forward.

1. How to Apply:

To apply please click the *Apply Online* button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification. This includes our equality & diversity monitoring form.

If you would rather apply by **CV** you will have the option to upload one through the online application process. Please ensure that all information requested within our application form is included clearly in your CV or complete the relevant part of the application form. You will also need to complete the supporting statement regarding what you bring to the role and how you meet the criteria of the person specification.

Please submit your online application by 20th March 2018. If you experience any technical difficulties please contact the Human Resources Team during office hours by email: opportunities@bfi.org.uk who will be happy to help.

First interviews will be held on 29th March 2018

If you have any questions or want to discuss the post please contact me via tel: 020 7815 4605 or email: hannah.clifford@bfi.org.uk

Again, many thanks for your interest and I look forward to receiving your application.

Hannah Clifford

Head of Philanthropy, Strategy and Campaigns

2. Job Advert

BFI Campaigns Manager **Salary £35,667 - £41,727 plus generous benefits package**

We are looking for a Campaigns Manager to bring fundraising campaign marketing prowess to our team.

The Campaigns Manager is an ideal opportunity for someone looking for progress further in their career and take responsibility for key projects and new initiatives within the BFI fundraising team, with a particular focus on gifts from individuals. The post-holder will manage targeted campaigns for revenue, special projects and capital opportunities. The post will also play an active part in supporting the team's events programme.

To be successful you will need to have an enthusiastic, can-do attitude, and be able to juggle a wide range of competing demands. We are looking for demonstrable experience in the specification for the role, creative thinking and adaptability. Your project management will be exceptional, your written and verbal communication skills will be excellent, you'll have solid IT and digital knowledge and skills (including experience of databases) and you will be confident, encouraging and collegiate with people at all levels. You'll have a keen eye for detail and you'll strive for distinction in your work.

Based in Central London, you will enjoy benefits such as our pension scheme, excellent family support, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting www.bfi.org.uk/about-bfi/job-opportunities.

The closing date for applications is 20th March 2018.
First interviews will be held on 29th March 2018.



We support diversity and inclusion

3. The package - salary and benefits

All roles at the BFI are individually evaluated. Each pay scale comprises of 5 points.

This post is evaluated at 3A Grade:

£ 35,667

£ 37,098

£ 38,583

£ 40,125

£ 41,727

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

Staff Benefits

At the BFI we offer a wide range of benefits to staff including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, paternity and shared parental pay
- Employee Assistance Scheme covers you and your key family members across all life events
- We promote and support flexible working
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% staff discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% staff discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% staff discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.

Staff Engagement

The BFI takes our responsibility to engage and develop staff seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager

- Meetings are held regularly at Directorate, Department, team and individual level with 'all staff' events from time to time
- We regularly review our staff engagement strategies to see how we are doing

4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

In November 2016 we launched [BFI2022](#), our strategic plan for film for 2017-2022. It focuses on the future, with three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences.

The new strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

5. The Role

Job Description

Department: Development

Post: Campaigns Manager

Grade: 3A

Accountable to: Head of Philanthropy, Strategy and Campaigns

Main Aims:

Designing, project manage and drive BFI fundraising campaigns

Drive distinction, creativity, innovation and profile in the presence of fundraising within the BFI and externally.

Be the central planner of fundraising campaigns for the BFI's Development team

Key Responsibilities:

- Create and manage annual fundraising appeals and campaigns to generate income for revenue; and special projects and capital opportunities as they arise
- Working with the Head of Philanthropy, project manage annual fundraising campaigns and the BFI's Legacy fundraising strand to achieve objectives and financial targets, to include: creating distinct cases for support; identifying and building effective communication channels, platforms and assets; identifying resources needed and designing and launching all collateral and templates; setting and managing timelines and deadlines; generating and developing intelligent campaign prospect data; engaging new donors; looking for opportunities within current BFI Members, Patrons and high level donors as appropriate and in conjunction with Philanthropy colleagues identify potential sources of income to be targeted and cultivated; narrating journeys to target, tracking progress and reporting on success; co-ordinating internal systems and staff engagement; and devising and managing the donor experience through cultivation, to the 'ask', and with colleagues, stewardship
- Take independent responsibility for stewarding lower level campaign donations effectively, delivering efficient, inspiring and timely communications; seek out opportunities for repeat and increased gifts; and be the main point of contact and relationship manager for members of the BFI's Legacy Circle
- Manage the 'Seats Scheme' for the BFI and reinvigorate this as an income and stewardship opportunity

- Work closely with the Philanthropy Co-ordinators on pipeline development, data analysis, briefings, and building pitches and presentations
- Work with colleagues across the organisation to design recruitment initiatives, taking responsibility to devise, draft and produce marketing materials to raise the presence of fundraising in venue (particularly BFI Southbank), at BFI events, on bfi.org.uk, in BFI Member communications, via social media, and through other opportunities as they arise
- Design and maintain an efficient and personal line of communication to campaign donors and prospects, for instance: organising and delivering thoughtful DM campaigns and mailouts, brokering opportunities for personal contact and co-ordinating meetings; managing systems for follow-up; and contributing to strategies for donor conversion and progression through the ladder of giving
- Lead, plan and manage a programme of cultivation and stewardship activities and events for current and prospective campaign and legacy donors
- Work across the Development team to engage key stakeholders, senior advocates and talent ambassadors to promote target campaigns
- To develop and monitor designated income and expenditure budgets, providing accurate, regular forecasts, ensuring that BFI financial and procurement rules and procedures are followed
- Working with the Operations team, ensure best practice gift administration, recording and reporting, ensuring compliance with GDPR
- Author and distribute reports to donors and senior BFI staff on campaigns
- Support the Philanthropy team in the delivery of the Philanthropy annual events programme
- Keep abreast of changes in best practice, policies, trends and technological developments to ensure that BFI thinking and practice is leading edge
- Deliver effective cultivation and exceptional donor care
- To actively participate in BFI projects, initiatives, meetings, planning, development and team building events

- To carry out all responsibilities in a way which supports BFI values and promotes equal opportunities, diversity and inclusion within the BFI
- To provide cover for other managers as required/line management
- To keep abreast of changes in best practice to ensure that BFI thinking and practice is leading edge
- To undertake any other duties that may be reasonably required

Person specification

Minimum requirements

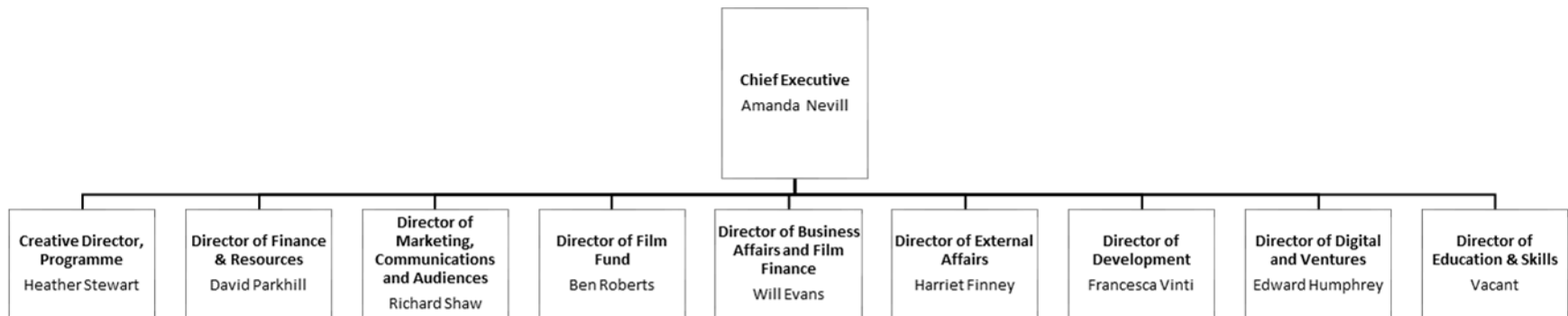
- At least three years' experience working in a campaign marketing or fundraising team
- GCSE Maths and English or equivalent/excellent experience
- Advanced Project Management skills
- Experience of fundraising campaign management and collegiate working to develop campaign collateral
- Experience of working with external agencies and consultants
- A comprehensive understanding of data protection laws and regulation
- The ability to work to tight deadlines and willingness to work unsocial hours
- Exceptional organisational skills, efficient in prioritising and balancing multiple requirements
- Exceptional attention to detail and written and oral communication skills, to include strong presentation skills
- Accomplished interpersonal and negotiation skills; the ability to work collaboratively with professional colleagues in the BFI and able to deal effectively with people at all levels
- Aptitude in approaching things holistically and creatively to achieve distinction
- Tact and discretion when dealing with confidential matters

- To be an ambassador for the BFI through maintaining a professional approach at all times, remaining calm under pressure and carrying a willing and good-humoured attitude
- The aptitude to carry out all activities supporting our brand values 'Approachable, Inspiring, Responsive'
- An applied demonstrable commitment to the principles of diversity and inclusion whilst carrying out all responsibilities
- A proven track record of working as a supportive team member
- The ability to develop and maintain good working relationships with BFI colleagues, partners and stakeholders
- A competent Microsoft Office user
- A commitment to continual professional development

The postholder must at all times carry out his/her responsibilities with due regard to the BFI's Policies and Procedures.

March 2018

6. BFI Executive Structure:



7. Development Department Organisation Chart

