

The Heritage Alliance

Head of Development and Membership *(maternity cover)*

Job Description and
Person Specification



Key Information

Contract: 13 months' maternity cover.

Start Date: Mid-May 2025 to Mid-June 2026

FTE: Full Time (0.8 FTE also potentially considered)

Salary: £40,500 FTE per annum, (pro-rata if appropriate)

Leave: 24 days FTE per annum, in addition the Heritage Alliance Office closes between Christmas and New Year.

Line Manager: Chief Executive Officer (CEO)

Place of Work: The Heritage Alliance Office, Central London, EC4M (Flexible working arrangements can be considered)



The Opportunity

Are you a strategic fundraising and membership professional with a passion for culture and heritage? Do you excel at building sustainable income streams and nurturing member and partner relationships while identifying opportunities for growth?

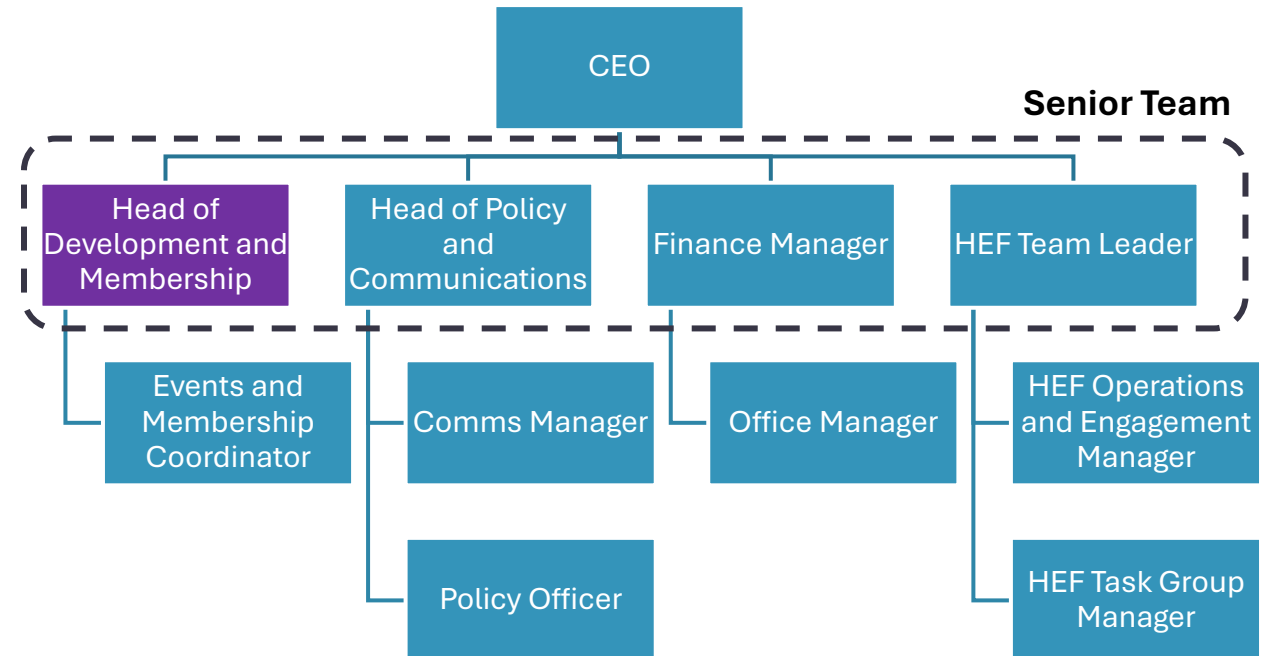
As the membership body representing over 200 independent heritage organisations across England, from major institutions like the National Trust to specialist heritage charities, the Alliance provides an important voice and support for the sector. Our development work ensures we can continue to champion this diverse community while expanding our capacity to deliver impactful events, networks, communications and services.

The successful candidate will drive forward our ambitious Development, Membership and Capacity-Building Strategies with clear targets for growth. You'll oversee membership recruitment and retention, lead on fundraising activities, and implement valuable new services for our members. Working closely with the CEO and senior team, and line managing the Membership & Event Coordinator, you'll help shape how the Heritage Alliance develops and supports the sector over the coming years.

This role offers the opportunity to build relationships with stakeholders across the heritage landscape, from policymakers to practitioners. You'll be instrumental in securing the resources needed to strengthen our organisation and the sector's sustainability and resilience, particularly as we collectively navigate challenging funding environments.

This **13 months' maternity cover** (including a handover at both ends) is ideal for a results-driven professional looking to effect genuine change at the heart of the heritage sector while developing their own strategic leadership skills.

Staff Organogram



Key Tasks

Membership

Lead the stewardship and relationship management of our 200+ members, working closely with the CEO to ensure high retention rates

Oversee the implementation of the Membership Recruitment and Retention Strategy, including achieving agreed growth targets

Support the Membership and Events Coordinator in delivering exceptional member care and engagement

Monitor and evaluate membership trends, satisfaction levels, and needs, to continuously improve our offer

Oversee membership care communications and ensure consistent messaging across all channels, supporting the Comms Manager

Represent the Heritage Alliance at sector events to promote membership and build relationships



Key Tasks

Development and Fundraising

Lead the implementation of the Alliance's fundraising strategy, ensuring sustainable and diverse income streams

Successfully grow our core grant income through targeted applications to trusts, foundations, and statutory bodies

Develop and secure funding for our next significant sector-support project focused on Finance and Governance and respond with agility to new funding opportunities as they arise in the Heritage Sector

Cultivate relationships with existing and potential funders, and manage the complete funding cycle from prospect research and relationship building to application submission and funder reporting

Oversee event income generation, including the recruitment and management of event sponsors and corporate partners

Work collaboratively with the Finance Manager to track income against targets, manage development budgets, and ensure accurate financial reporting

Lead on all funder reporting requirements, ensuring timely submission of high-quality reports that demonstrate impact and value for money

Key Tasks

Senior Team

Contribute to the strategic leadership of the organisation as a key member of the senior management team

Lead on the production of Board reporting (including organisational dashboard) and core funding reports relevant to membership and development

Support the CEO and Finance Manager with strategic finance processes and planning to ensure the organisation's long-term sustainability

Line-manage the Membership and Event Coordinator and project staff as appropriate, providing guidance, support and professional development

Represent the Heritage Alliance at high-level external meetings with funders, policymakers and sector leaders

Support the CEO in cultivating and maintaining strategic partnerships that enhance the Alliance's position in the sector

This job description may change as the post, or the needs of the business, develop. Such changes will be subject to consultation between the post holder and their manager.

Key Competences

Experience

Essential

- Proven experience in fundraising from trusts, foundations, and/or statutory bodies with demonstrable success in securing at least five-figure grants
- Significant experience in membership management or similar relationship-based income generation
- Track record of developing and implementing successful fundraising or income generation strategies
- Experience managing projects from conception to evaluation, including budget responsibility
- Experience in event management
- Experience of working collaboratively with senior stakeholders both internally and externally
- Background in preparing comprehensive reports for boards, funders or similar audiences

Desirable

- Experience working in the heritage, cultural or charity sector
- Background in developing commercial or earned income streams
- Experience of event sponsorship management
- Knowledge of the UK funding landscape for heritage and cultural organisations
- Experience of line management and team leadership
- Experience in developing sector support projects or similar capacity building initiatives
- Background in designing and implementing membership growth campaigns

Skills, Abilities and Knowledge

Essential

- Excellent proposal and report writing skills with the ability to craft compelling narratives
- Strong financial acumen, including the ability to create and manage budgets
- Exceptional relationship management and interpersonal skills
- Strategic thinking with the ability to spot and respond to emerging opportunities
- Excellent organisational, problem-solving and time management skills with the ability to manage multiple priorities
- Understanding of membership best practice
- Strong verbal communication skills and confident presentation manner
- Ability to work both independently and as part of a collaborative team

Desirable

- Understanding of CRM systems (ideally Salesforce) and data management for membership organisations
- Awareness of charity governance and compliance requirements
- Digital fundraising skills and knowledge of online engagement strategies
- Experience with project evaluation methodologies
- Commercial awareness and business development skills
- Knowledge of current trends in philanthropy and charitable giving



Recruitment Process

To Apply:

Please complete this [Application Form](#) and submit with a recent CV to Lizzie Glithero-West, CEO at lizzie.glithero-west@theheritagealliance.org.uk

Closing Date: Wednesday 9 April, 5pm

Shortlisted candidates will be contacted by Monday 14 April

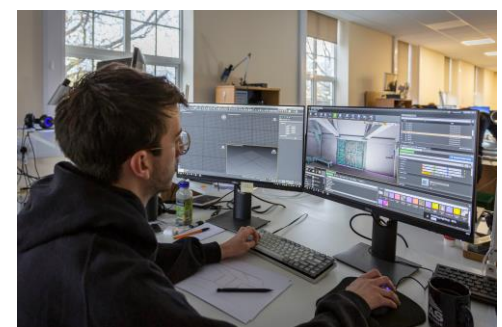
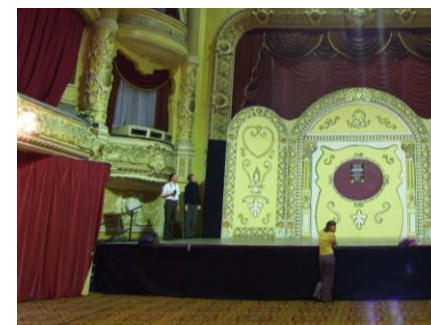
Interviews: will be held in-person in our London Offices on w/c 21 April 2025

Equal Opportunities:

The Heritage Alliance is fully committed to the provision of [equal access and opportunity](#) as an employer. We welcome applicants from diverse communities and backgrounds.

About The Heritage Alliance

“The Heritage Alliance brings together the heritage sector. There is strength in unity.”
(Member Survey 2023)



Overview

“You cover the whole sector at all levels - strategically and on the ground.” *(Member Survey 2023)*

Established in 2002, we are the only membership body representing the independent heritage sector in England in its entirety. **We champion the breadth of heritage:** from built heritage to archaeology, industrial and mobile heritage to, skills, academia, collections and science.

We provide a **supportive and trusted platform for heritage bodies** to connect with others, stay informed, gain skills and insights. We act as an **advocate for the sector to Parliament, Government and Arms-Length Bodies** such as Historic England.

“I wish to thank your organisation for the valuable contributions you have made to the Heritage Covid Response Working group. This group is vital to ensuring that the impacts of this unprecedented interruption are fully understood by government.”
(Nigel Huddleston MP, Parliamentary Under Secretary of State Sport, Tourism and Heritage)



200+ members

Representing 8 Million Staff, Volunteers and Members



16,000+ Heritage Update Readers



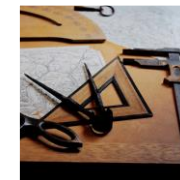
50,000+ Followers on Social Media



5,600+ Project Participants since 2020



180+ resources created for Sector since 2020



130+ Publications, Consultations, Briefings since 2020





Our Vision

For a society in which England's historic environment and wider cultural heritage is valued, supported and able to enrich everyone's lives.

We believe this can be achieved through the sympathetic, sustainable and imaginative stewardship of the past around us by a vibrant, independent heritage sector that is fit for the future.

Our Mission

To champion the independent heritage sector to policy makers and opinion formers, building a shared, deep and nuanced understanding of the importance and value of all kinds of heritage.

To inspire and catalyse action, supporting independent heritage organisations to achieve their full potential through enhanced sustainability, resilience and capabilities, and enabling networking and shared learning amongst practitioners across the sector.

Why become a Heritage Alliance Member?



Be Heard

- Represent your asks, needs and concerns at our regular meetings with **DCMS** and other key departments, **Parliament** and **Sector Forums**



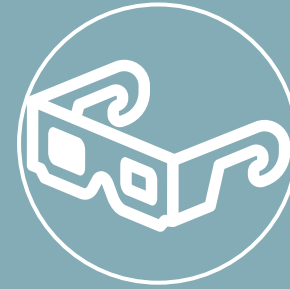
Be Informed

- Benefit from our insights on the latest developments impacting the sector through our **exclusive members communications, events** and our fortnightly newsletter **Heritage Update**



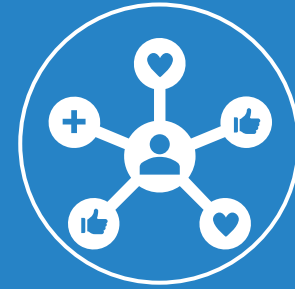
Connect and Share

- Exchange ideas with leading organisations across the sector through our members advocacy groups, networks, members roundtables and our sector wide events **Heritage Day** and **Heritage Debate**



Access Expert Advice

- Benefit from expert support in topics such as HR, fundraising, project management, communications and technology through our exclusive **members offers** and **expert-led sessions**



Reach Others

- Promote your events / job / news through our widely-read fortnightly newsletter **Heritage Update** reaching 16,000 inboxes and benefit from the extensive reach of **our social media channels**.



Our Members see us as a supportive organisation for the breadth of the sector

Members Testimonials

“During my time as a trustee of World Heritage UK, I led WHUK’s work on planning issues and climate change. I found our membership of the Alliance to be tremendously helpful, both in discussing matters of mutual interest with others involved in heritage and supporting the Alliance’s advocacy work. I can strongly recommend the Alliance to anyone involved in heritage.”

(Don Gobbett, Former Trustee, World Heritage UK)

“As a small charity with no HR function, it can feel impossible to get appropriate HR advice, and the service you provide is completely invaluable. Thank you.”

(Laura Crossley, Former Director, London Historic Buildings)

“Belonging to the Heritage Alliance brings kudos to B'nai B'rith by showing our members and participants we are part of a wider, respected heritage organisation.”

(Eve Swabe, Office Administrator, B'nai Brith)

Adjectives members use to describe the Heritage Alliance



Our Capability-Building Work

2015-2017



2007- ongoing



2020-2021



2020-2023



2021-2022



2021-2022



2021-2022



2023



2023-2024



2774 Organisations

5683 Participants



95 workshops

179 webinars and resources



23791 Downloads and Viewings

5666 Survey Responses



“A fantastic programme at just the right time – helped me find the time to focus on strategic issues again after many months of firefighting; dealt with very relevant post-covid topics and in turn helped me offer support to my team”

Impact of our Capability-Building Work

Improving Resilience in Times of Crisis

- 74% indicated that **121 support helped to mitigate the impact** of Covid-19 and cost-of-living pressures (Rebuilding CoL Extension)
- 78% agree that their **organisation's resilience was improved** because of reviewing and adjusting plans (Rebuilding CoL Extension)

Growing Confidence and Skills across the Heritage Workforce

- Before taking part, 68% of applicants reported a lack of confidence in their learning. **This dropped to 8%** by the time they had completed the programme. (Rebuilding)
- 92% of participants saw **improvement in digital skills, confidence and resilience** (Heritage Digital Academy)
- 93% felt **motivated to use digital skills** at work after training (Heritage Digital)

Trusted and Recommended Programmes

- 90% of respondents gave the consultancy and training a **rating of 4/5 or 5/5** (Rebuilding CoL Extension)
- **95% would recommend** the programme to other heritage organisations (Heritage Digital Academy)
- 98% of respondents scored **trainers knowledge** a rating of 4/5 or 5/5 (Heritage Digital)



Our Flagship Events



Heritage Day 2024

[Heritage Day](#) is a leading annual sector conference, run by the Heritage Alliance for over 10 years.

Our flagship event offers heritage leaders, staff, and volunteers a unique forum to hear from decision-makers, gain skills, and foster connections.

Heritage **DEBATE**

[Heritage Debate](#) offers the chance for all those interested in heritage to come together and explore key challenges facing the sector.

It brings sector leaders, professionals, volunteers and students together for cross sector insight, connection and to find solutions to key challenges facing the sector.