

## Gunnorsbury Development Trust & CIC Shared Purpose

### Our Vision

To make Gunnorsbury an outstanding, sustainable green space, celebrating its unique heritage and providing a wide range of educational and cultural activities, events and facilities accessible to all members of the community.

### Our Mission

To conserve, manage and develop Gunnorsbury Estate as a sustainable, recreational, cultural, and educational resource for the benefit of, and in partnership with, all our local communities.

### Our Values

#### We are Inclusive:

We value difference and strive to be accessible and remove barriers to inclusion.

#### We are Collaborative

We pull together to achieve shared goals and ambitions.

#### We are Passionate

We are proud to care for Gunnorsbury and want to inspire this same pride in others.

#### We have Integrity

We are open, honest and transparent and always conscious of our responsibilities to present the varied heritages and cultures of our communities.

#### We are Resilient

We plan for the future and adapt to meet new challenges.

#### We are Imaginative

We find creative, thought-provoking ways to reach out and connect with all stakeholders.



## How the Trust will achieve our aims:

### **Guardianship**

We undertake initiatives that preserve and protect the museum collections, historic buildings, gardens and natural habitats of Gunnersbury Estate to ensure its full value is accessible to all, and maintained into the future.

### **Sharing our Heritage**

Gunnersbury is a place for learning and discovery. We work closely with our communities to share and showcase the rich history and heritage of our local area and the people who make it special. Together, we tell the stories of the many cultures and histories that shape our community, creating a space where visitors can connect with and explore their shared past.

### **Sustainability**

We work collaboratively with specialists and partners to promote biodiversity and conserve nature, develop climate change resilience and reduce carbon consumption across the historic structures, landscape and natural environment of the park.

### **Working in Partnership**

We provide opportunities for volunteering and upskilling, collaborate with local communities and forge authentic, long-standing relationships through which we can preserve and promote Gunnersbury Park and Museum as a place for all.

### **Diversity, Inclusion, Equity and Belonging**

Everyone should feel welcome at Gunnersbury. We will remove barriers to inclusion, prioritise accessibility and ensure this is a safe space where people feel inspired by West London's rich multi-cultural aspects evidenced both in the long, rich history of this Estate, and in all that the park and buildings have to offer today.

## How the CIC will achieve our aims:

### **Social Entrepreneurship**

Creatively using business and commercial skills to underpin the financial sustainability of Gunnersbury to ensure its long-term future. We are not afraid to experiment, and to learn from our mistakes.

### **Sustainability**

We leverage heritage buildings and landscape responsibly to raise the capital necessary for the estate to respond to the changing needs of our society and climate, to regenerate its listed buildings and build biodiversity.

### **Diversity, Inclusion, Equity and Belonging**

Everyone should feel welcome at Gunnersbury. We will remove barriers to inclusion, prioritise accessibility and coordinate and manage the delivery of events and activities to maximise the benefits of Gunnersbury as a cultural, recreational and sporting facility for all.



## About us

Our founding objective as a charity is to support the preservation, conservation and interpretation of the Museum collections, historic buildings and landscape of the Gunnersbury estate for the public benefit, to advance education through the development of the museum services and to support the provision of sporting and leisure facilities for the enjoyment and benefit of all.

Gunnersbury Museum and Park Development Trust, a registered charity, manages 72 hectares of grade II\* listed parkland and 21 listed buildings and structures, in west London.

Our heritage assets are an impressive mix of 18<sup>th</sup> and 19<sup>th</sup> century buildings including a regency manor house, which is home to one of London's largest local history museums which has Arts Council England NPO status. We're proud of our museum education and community programmes and our exhibition *People's Unite* which reflects the diverse histories of West London.

Our parkland has been awarded Green Flag and London In Bloom Gold and we have ambitions to become the most sustainable managed park in London, exploring ways to mitigate the impact of climate change, enhance our biodiversity and develop onsite energy generation.

We have established Gunnersbury as one of West London's premier outdoor venues for large scale music concerts welcoming international artists across all genres from pop, dance and R&B to hard rock and Indie.

Our heritage venues host weddings and celebrations as well as corporate hires, also we are regularly used as a filming location, featuring on numerous TV shows and movies.

Above all, we're committed to our role as stewards of the facilities at Gunnersbury which we manage for the benefit of the whole community.

## Diversity and Inclusion

We serve some of the most diverse areas of West London and are committed to reflecting local communities in our programming, our museum collection and our workforce.

Our Trustees and staff are determined to grow a diverse and inclusive workforce which reflects those communities we place at the heart of our work.

## Freelance Development Manager

Job Title:	<b>Freelance Development Manager</b>
Reports to:	<b>Visitor Engagement Manager and Head of Museum Services</b>
Hours:	<b>Approx 4 days per week between 1 Jan and 31 March 2026</b>
Location:	<b>Gunnersbury Park and Museum</b>
Fee:	<b>£450 per day</b>

### About the Role

2026 marks 100 years since Gunnersbury Park was opened as a public park, and Gunnersbury Museum and Park Development Trust plan to mark this important year with a new emphasis on fundraising and cause messaging

We are looking for an experienced development professional to join our team on a freelance basis as part of an Arts Council funded project. This role will be a real opportunity to become embedded in an organisation at the beginning of a transformative year.

The successful candidate will lead GMPDT towards increased financial resilience by identifying new funding opportunities and managing the development of a new fundraising campaign.

They will work with staff and volunteers to develop a 'project bank' of fundable projects across the Museum and Park and identify appropriate funding streams for each.

They will also identify one key project to launch Gunnersbury's first fundraising campaign, working with freelancers/subcontractors to create supporting materials for the chosen campaign.

A crucial part of this role will also be upskilling the staff team to identify funding opportunities for new projects and existing work that can continue the legacy of this post after the successful candidate has left.

### About You

#### Experience

##### Essential

- Experience of fundraising and donor engagement in museum/heritage sector and/or environmental sector
- Proven ability to create and deliver successful fundraising campaigns
- Experience of writing compelling cause messaging, or managing the delivery of cause messaging
- Experience of working with small organisations
- Experienced in CRM databases including Beacon
- Confident in managing projects to tight deadlines
- Extensive knowledge of grant writing and reporting
- Experience in writing and producing impact reports

**Skills:**

- Self-starter with the confidence to work alone as well as within a small, busy team
- Excellent communication skills to reach a wide range of audiences
- A strong leader and trainer of others
- Comfortable working with a wide range of colleagues and stakeholders
- Creative thinker with new ideas for donor engagement and fundraising campaigns.
- Attention to de reporting requirements and compliance for successful grants.

**Key Responsibilities**

- Audit the existing fundraising/development functions of the organisation, and identify any gaps or missed opportunities
- Working with the Project Board hold workshops with staff and volunteers to develop a 'project bank' of fundable ideas, which will include detail of the ideas, potential funding sources and timeline for completion
- Develop new cause messaging, and help to foster a culture of identifying key stories to share with our audiences
- Work with the project team to identify a single project to anchor a new fundraising campaign
- Develop a suite of digital and print content to support the fundraising campaign, and train existing team on the best way to deliver messaging around the campaign
- Report regularly to the project board on the progress of the work stream, and identify any project delivery risks

**How to Apply**

To apply, please submit a covering letter and a CV to [recruitment@visitgunnersbury.org](mailto:recruitment@visitgunnersbury.org) by midnight on Sunday 4 January. Interviews for shortlisted candidates will take place on 9 January.