

## Development Manager

### Job Pack



ArtsEd is a brilliant place to work, full of talented people doing what they love most in the world. For over 100 years, ArtsEd has been at the forefront of performing arts training in the UK, nurturing talent, and inspiring confidence. One of the UK's leading centres of conservatoire education, the training we provide is world-class, inclusive, contemporary, and focused on the constantly evolving needs of the industry in the 21st century.

ArtsEd employs around 170 people in a variety of teaching and support roles, as well as many more on a freelance basis. We expect a great deal from our staff, and in return, we provide a fulfilling, supportive, welcoming, and engaging environment, where people feel comfortable to be creative, open, and able to give their best.



### ArtsEd Higher Education

ArtsEd is one of the UK's leading providers of degree-level conservatoire education. Our Foundation, BA and MA courses in Musical Theatre and Acting, create graduates who are innovative and resilient performers. We prepare our students for both the physical and mental rigours of the performing arts industry through a combination of outstanding vocational training and focused pastoral care. The success of our approach has led to our alumni playing a key role in the success of the UK's creative economy for many years and they include choreographers, directors, and producers, as well as performers.

*The future of this country's theatre  
tradition depends on centres of excellence such as ArtsEd.*

Lord Lloyd Webber, ArtsEd President

### ArtsEd Day School & Sixth Form

Our Day School & Sixth Form is a national centre of excellence for the study of the performing arts. Founded over 100 years ago, ArtsEd's ethos remains much the same today as it was then: to provide a broad and balanced education, stretching pupils to achieve their academic, artistic, and personal potential.

An independent day school like no other; ArtsEd is an international leader in performing arts education and a local and national leader in its wider academic provision. Our pupils enjoy a high-quality vocational programme delivered by committed and creative professionals, whose expertise instils in our pupils a passion for performance that feeds into all aspects of their educational and personal development. Our students spend time every day doing what they love, encouraging their development into happy, collaborative, and well-rounded individuals, fully committed to holistic education and, at 16+ or 18+, armed with a set of skills and experiences that prepare them for whatever pathway they choose to follow.

### **What do we offer?**

The energy and passion at ArtsEd are tangible. We are a small, close-knit team, committed to supporting all our students to achieve their best. We offer competitive salaries, and our size means that we are able to provide tailored opportunities for staff to develop their skills and experience through internal and external programmes.

The health & well-being of our staff is a key focus and we have teamed up with Simply Health to offer a family-wide health plan that includes:

- a full Employee Assistance Programme, including face-to-face counselling and unlimited telephone support
- contributions towards a range of therapies, including sports massage, physiotherapy, and chiropractic appointments
- contributions towards dental and optical costs
- 24/7 GP appointments via telephone/webcam
- Lifestyle Discounts

In addition, staff are eligible for the following:

- Cycle to Work Scheme
- a 5% matched pension (after the relevant qualifying period)

### **What are we looking for?**

The role of the Development Manager is an established one and the successful candidate will be joining a small team in a uniquely vibrant and friendly environment. The Development Manager is responsible for cultivating and stewarding income from a variety of sources and the role is an excellent opportunity for someone looking to broaden their fundraising expertise. We are looking for applicants with expertise in one or two areas of fundraising, and an enthusiasm to develop their skills set in the others.

- We are looking for a fundraiser with bags of initiative, a collaborative working style and a passion for the performing arts. This is an excellent opportunity to play a significant role in the continued success of a thriving organisation.
- We will be very happy to consider part-time and flexi-time options for the right candidate, which may not necessarily affect the salary.
- You can find out more about us at [artsed.co.uk](http://artsed.co.uk) and you are very welcome to come and visit prior to making an application. **Just get in touch or APPLY NOW using our online form!**

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<b>Development Manager</b>	
Department	Development & Marketing
Reports to:	Director of Development & Marketing
Responsible for:	Marketing & Development Assistant
Working Pattern:	Full - time
Hours:	40 hours per week with 30 minutes paid lunch break We operate flexible working hours between 8.00am and 6.00pm and the opportunity to work one to two days a week at home. Occasional evening work is required for development events.
Salary:	£30,000 - £34,000
<i>ArtsEd is committed to safeguarding and promoting the welfare of children and young people and expects all staff (permanent and visiting) and volunteers to share this commitment; all staff are required to undergo background checks in line with Keeping Children Safe in Education 2021 regulations and to hold an enhanced DBS.</i>	
<b>Summary of the role:</b>	
<p>The Development Manager is an instrumental member of a small, busy, and friendly team. Driving and managing all aspects of fundraising at ArtsEd, the key focus of the role is on managing and building relationships with individuals, deepening our relationships with existing Friends and major donors, and identifying and cultivating prospects.</p> <p>Working closely with the Director of Development &amp; Marketing, the postholder will create and deliver an engaging programme of events to support this goal. The role also encompasses trusts and foundation partnerships and alumni relations, making it a perfect next step for someone looking to broaden their skills base as they progress towards a management role.</p> <p>Our key income targets are for our bursary and scholarship funds, however the fundraising opportunities at ArtsEd are engaging and varied and already include small capital projects and outreach, with a major capital project in the pipeline.</p> <p>The Development Manager reports directly to the Director of Development &amp; Marketing and works closely with the rest of the team to ensure that Marketing &amp; Development strategies combine to best effect.</p>	
<b>Key Criteria for Success:</b>	
<p>After their first 12 months in post, the successful candidate will have: -</p> <ul style="list-style-type: none"> <li>• Reviewed the ArtsEd Friends programme, identifying opportunities for growth, developing, and delivering resulting strategy, including cultivation and stewardship events.</li> <li>• Converted several existing warm prospects into supporters</li> <li>• Developed strong working relationships with colleagues right across ArtsEd and with senior volunteers, expanding their understanding of how they can support the development function.</li> <li>• Completed a full round of reporting on our bursary and scholarship programme</li> <li>• Conducted a review of our trusts and foundations income, recommending and beginning to implement a 2-year strategy</li> </ul>	

## **Key Responsibilities:**

### Individual Giving

- Work closely with senior staff right across the organisation, including the Principal, to identify, research and develop prospect lists
- Develop and manage effective relationships with supporters: potential, existing or lapsed, and communicate to a high standard in person, by phone, e-mail, and letter
- Act as an ambassador for ArtsEd at all times, building effective supporter relationships at all levels.
- Create regular and timely reports on scholarship and bursary programme for all relevant stakeholders

### ArtsEd Friends

Develop and deliver all aspects of the ArtsEd Friends programme, including: -

- Developing a recruitment plan for 2022/23
- Planning & delivering cultivations/stewardship events
- Producing regular & timely communications, coordinating priority booking period and managing renewal process
- Identifying and nurturing potential major givers from the programme.

### Events

- Plan an annual series of stewardship and cultivation events
- Lead on the delivery of these events, from developing guest lists and creating invitations, through co-ordinating student volunteers, sourcing catering, to providing speech notes and directing operations at the events themselves.

### Trusts and Foundations

- Research, devise and implement an annual plan for approaching and Trusts and Foundations, writing applications and involving the Director of Development as appropriate
- Stewarding current supporters, producing reports for funders in a timely manner, collating necessary data and sourcing input from relevant staff and students.

### Alumni

- Lead on the development and delivery of an alumni engagement programme including:-
- Creating regular updates encouraging alumni to engage with ArtsEd and with each other and the revival of Alumni Ambassadors programme
- Initiating and managing visits and events and overseeing events organised by alumni and hosted at ArtsEd

### Database

- Lead on the best practice use of eTapestry, ensuring that accurate and up to date records of all supporters, communications and activities are kept.
- Ensure that all data capture and usage within the Development & Marketing team is GDPR compliant, liaising with external companies as necessary

### Finance

- Keep close track of Development spend on events, dealing with invoices appropriately and providing regular reports to the Director of Development.
- Liaise regularly with Finance team to ensure that fundraising income is allocated appropriately

## **Secondary Duties**

- Identify areas of activity appropriate for funding and work with Director to develop initiatives
- Attend and minute subcommittee meetings as required.
- Keep Support Us pages of website up to date and engaging. Support marketing team in the creating content for digital and print requirements.
- Carry out any other duties reasonably requested.

## Person Specification

Experience		Assessment Method
<ul style="list-style-type: none"> <li>At least three years of fundraising experience</li> </ul>	Essential	Application
<ul style="list-style-type: none"> <li>Experience of developing and implementing strategies to engage supporters and prospects</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Experience of securing and maintaining regular income from these sources</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Experience of planning and managing cultivation and stewardship events</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Experience of utilising a fundraising database to best effect</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Experience of managing and driving patrons and/or membership schemes.</li> </ul>	Desirable	Application & Interview
<ul style="list-style-type: none"> <li>Experience of trust and foundation bid-writing</li> </ul>	Desirable	Application & Interview
<ul style="list-style-type: none"> <li>Experience of alumni engagement programmes</li> </ul>	Desirable	Application & Interview
<ul style="list-style-type: none"> <li>Strong working knowledge of Microsoft Office</li> </ul>	Desirable	Application
Skills and abilities		
<ul style="list-style-type: none"> <li>Outstanding interpersonal skills, quick to build effective and enjoyable working relationships with a wide range of people</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Confident and fluent writing style and the ability to communicate effectively in a range of media to a broad range of audiences.</li> </ul>	Essential	Application, Interview & Exercise
<ul style="list-style-type: none"> <li>Proven ability to work confidently under own initiative and to proactively manage own workload</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Excellent project planning and management skills, with an avid attention to detail</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Demonstrable interest in the performing arts</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>A positive, flexible, and responsive attitude to work.</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Well organised, efficient, and proactive with an ability to generate solutions to problems.</li> </ul>	Essential	Application & Interview
<ul style="list-style-type: none"> <li>Collaborative working style with a willingness to support others in a small team</li> </ul>	Essential	Application & Interview