

## Fundraising Manager: Context and Person Specification

**Job Title** Fundraising Manager

**Salary** £25,000 - £28,000 depending on experience

**Reports to** Communications & Development Director

**Direct Reports** None

**Hours** Permanent, full time, 36 hours per week

**Base** Theatre Royal Winchester

### Job Context

Play to the Crowd is an arts and education charity that incorporates Theatre Royal Winchester, a mid-scale heritage theatre with a vibrant Cafe Bar; Hat Fair, an annual Outdoor Arts festival; and Playmakers, a year round programme of creative learning, participation, community projects and youth work including a weekly Youth Theatre.

### Job Purpose

The Fundraising Manager is responsible for implementing the charity's fundraising strategy to support all areas of our activity and increasing our fundraised income from all potential sources including charitable trusts, corporates and individuals.

During the Covid pandemic, Play to the Crowd launched a hugely Survival Fundraising Appeal, raising £300k in 3 months. The Fundraising Manager will play a key role in continuing to develop these donor relationships, grow our membership base and attract funds from other sources.

### Knowledge/Experience/Skills needed:

#### Essential

- At least 3 years' experience of charitable fundraising
- Successful track record of generating income and achieving targets
- Experience of cultivating fruitful relationships with corporates and HNWI
- Experience of membership schemes
- Experience of trusts and foundations funding, timescales and reporting requirements
- Knowledge of GDPR and how it impacts fundraising
- Experience of project communications and advocacy, collating data and testimony to create content for print and digital comms
- High level of accuracy and attention to detail
- Experience and knowledge of data management and systems development
- Ability to communicate effectively with people at all levels and from different backgrounds
- Excellent written communications skills
- Ability to prioritise under pressure
- IT literate, with experience of Word, Excel and web based databases

#### Desirable

- Experience within an arts or cultural environment
- Experience of working with ticketing systems, ideally Spektrix, or relational CRM databases
- Experience of e-mail marketing platforms
- Experience of digital fundraising
- Event management experience
- Full driving licence
- Knowledge of Winchester and surrounding area

#### Personal qualities

- Passion for the arts
- Excellent interpersonal skills and an enthusiasm for communicating with people face to face and on the telephone
- Discrete and diplomatic with a high level of enthusiasm
- Strong persuasive skills, the confidence to sell ideas to others and make 'the ask'
- Prepared to work flexible hours, including evenings and weekends
- Ability to self-motivate

## Principal Responsibilities:

### Corporates

- Maintain corporate partner relationships ensuring timely communications eg renewal invoices, contracts, offers
- Ensure that the organisation carries out its obligations to and recognition of its partners and inspires true partnership working with corporate supporters
- Identify potential new corporate members and partners, maintain pipeline of prospects and work with colleagues to approach them
- Support the development of materials to advocate for corporate support

### Trusts and Foundations

- Research Trusts and Foundations to identify those whose purpose and priorities best match our intentions and find out key information to enable an application
- Work closely with the wider team to develop, write and submit applications to Trusts and Foundations
- Maintain and build relationships with Trusts and Foundations
- Keep records of successful grants and collate any requested evaluation / reports

### Individuals

- Develop, promote and facilitate campaigns for individual giving
- Deliver effective stewardship of individual donors by ensuring all donors are acknowledged, thanked and regular contact is maintained
- Utilise our Box Office system (Spektrix) to prospect for HNWI. Once identified execute a process of cultivation, asking and stewardship
- Provide reports for major donors when required
- Co-ordinate all giving opportunities whether via bucket collections or cashless alternatives at our Outdoor Arts festival Hat Fair, our pantomime and at other events
- Ensure gift aid opportunities are maximised and gift aid declarations are collected and recorded
- Make gift aid claims via Spektrix
- Research and implement digital fundraising opportunities

### Memberships

- Develop and implement strategies to grow the membership base
- Ensure membership offer and benefits remain relevant
- Administrate the Play to the Crowd's membership scheme
- Ensure all Members and Champions receive timely and relevant communications

### Events

- Manage the Development programme of events from corporate events that are part of the Corporate partnership programme to Members and HNWI stewardship events
- Manage invite lists, invitations and guest lists

### Training

- Inspire, motivate and develop the wider team to fundraise to embed fundraising across the organisation
- Work closely with the Sales and Audience Experience Manager, Front of House Manager and Cafe Bar Manager to ensure those working on the Box Office, Front of House and volunteers are aware of all of our current fundraising campaigns and activities
- Work with the Sales and Audience Experience Manager to ensure the Sales and Audience Experience Assistants hit targets set for low level donations and memberships sales

## Other

- Maintain the Development database and pipeline, ensuring all fundraising activity is documented accurately
- Ensure all data collected is recorded ethically and accurately in compliance with GDPR and all other statutory requirements
- Support the creation of fundraising materials (including leaflets, posters, donations boxes) and reports of fundraising activity and assist with promotion to stakeholders and investors

## General

- Champion the organisation's values and act as an advocate for the organisation with the public and key stakeholders.
- Adhere to organisational policies and procedures and carry out all tasks to the highest standards in accordance with best practice.
- Actively support the organisation's action plans in respect of inclusion and equality.
- Keep up to date with national arts and charitable fundraising trends and best practice
- Comply with the company's Health and Safety policy at all times.
- Undertake any other duties reasonable requested.