

**PLAY
TO THE
CROWD**

Arts & Education Charity
Winchester



Join the family

**Job Pack:
Fundraising Manager**



“The team at the theatre are organised, professional, and very welcoming. We felt at home.”



“I can't imagine our community without Theatre Royal Winchester, the extraordinary Hat Fair or Playmakers.”



Hello and welcome

We are delighted you are interested in coming to work with us at Play to the Crowd.

We are a fantastic arts and education charity based in Winchester, Hampshire, with a friendly, committed core team of about 25 people with a further 25 or so in the broader casual team as well as many volunteers.

People say they love working with us because they feel part of a family and everyone pulls together in a supportive environment to make wonderful, memorable experiences for our audiences and participants.

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About this role

This is a full-time, permanent position (36 hours per week) with a salary scale of £28,950 rising to £32,754 depending on length of service.

The Fundraising Manager is responsible for implementing the charity's fundraising strategy to increase our fundraised income to support all areas of our activity. This will be achieved by connecting donors and supporters to our mission to delight and unite communities through the power of live performance and participation.

The charity has ambitious plans for the future. We will continue to invest in the beautiful Theatre Royal Winchester – making significant improvements to our environmental footprint. With the absence of Arts Council England National Portfolio funding, we will be transitioning to a new structure and funding model for future Hat Fair festivals. Through our engagement projects we will continue to have impact on our local community both in central Winchester and the wider district.

The Fundraising Manager role will be vital in:

- Helping to develop a sustainable fundraising model to secure future Hat Fair festivals
- Securing funding from Trusts and Foundations for community projects, core revenue to support our artistic and creative ambitions, and capital works
- Cultivating and securing large gifts from Major Donors - During the pandemic, Play to the Crowd ran a hugely successful Survival Fundraising Appeal, raising £300k in 3 months and more recently a public fundraising campaign to raise £300k towards our new Stalls toilets. The Fundraising Manager will play a key role in developing donor relationships.
- Growing our membership base – our members are loyal and key advocates of the charity and audiences for our events
- Managing the relationships and developing our Corporate Partnerships



What you will do

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 and write compelling applications to Trusts and Foundations to secure project funding and core revenue funding
- Support, where necessary, on applications for Capital funds
- 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 new donors to widen our donor base and increase income
- 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

Legacies

- Develop a legacy giving campaign
- Play a key role in the local initiative Legacy Action Week

“Play to the Crowd offers glorious theatrical opportunities and experiences that enrich us all.”



What you will do

Memberships

- Work with the wider Communications team to develop and implement strategies to grow the membership base
- Ensure membership offer and benefits remain relevant
- Supervise the administration of Play to the Crowd's membership scheme
- Ensure all Members and Champions receive timely and relevant communications

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

Training

- Inspire, motivate and develop the wider team to embed fundraising across the charity
- Work closely with the Box Office and Data Insights Manager, Front of House Manager and Social Enterprise and Hospitality Manager to ensure those working on the Box Office, Front of House, Bar and volunteers are aware of all of our current fundraising campaigns and activities and comply with the Code of Fundraising Practice.
- Work with the Box Office and Data Insights Manager to ensure the Box Office team hit targets set for low level donations and memberships sales



What you will do

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

Other

- Work with the wider team to ensure that we are measuring the impact we make with our activities and collate data to create an annual Impact Report
- 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
- Support in managing the Development budget
- Play an active role in the Board's Development Action group, attending meetings and circulating action points post meeting

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 reasonably requested



“We love the cultural richness brought to Winchester from Play to the Crowd. Long may it continue”

What you will bring

Knowledge, experience and skills

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 working in line with the Fundraising Regulator's Code of Practice
- 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
- Financial literacy and management experience - confident in working with budgets and creating a financial narrative
- 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
- Experience of developing legacies
- 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



Job details

Job title: Fundraising Manager

Reports to: Communications & Development Director

Contract: Permanent, full-time. A job share or part-time hours would be considered for the right candidate(s)

Salary: £28,950 rising to £32,754 depending on length of service

Hours: 36 hours per week

Location: Theatre Royal Winchester / Hybrid

Holiday: 25 days annual holiday plus bank holidays, increasing by 1 day a year up to 30 days plus bank holidays (pro-rata for part-time employees)

Benefits:

- Contributory pension
- Employee Assistance Programme
- Access to complimentary theatre tickets
- Free membership of Play to the Crowd
- Bar discounts

How to apply

Please download an application form from playtothecrowd.co.uk/jobs

If you want to know more or for an informal chat about the role please contact kirstie@playtothecrowd.co.uk

In addition to a commitment to the values, aims and objectives of Play to the Crowd, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Play to the Crowd is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.



About us

Play to the Crowd is an arts and education charity which consists of:

- **Theatre Royal Winchester**, our lovely 400 seat heritage theatre with a busy, diverse programme and our own annual pantomime production.
- **Hat Fair**, our famous International Outdoor Arts Festival.
- A year round programme of creative learning, participation, community projects and youth work including **Playmakers Youth Theatre**.

The charity also has a wholly owned trading subsidiary called – wait for it – Trade to the Crowd!

We are proud to connect with over 150,000 people each year and turnover approximately £2m a year of which over 90% is earned or fundraised income.

Our vision and identity

We believe in a world where **Communities are Delighted and United** through live performance and participation.

We put **culture, learning, joy** and **community** at the heart of all our work. We run both a beautiful heritage venue, **Theatre Royal Winchester**, and the internationally recognised Outdoor Arts Festival, **Hat Fair**.

Our values

- **Inclusive** – we believe in collaboration and equitable access to the arts for all
- **Passionate** – we are passionate about and ambitious for the positive impact our work has on people's lives
- **Kind** – we foster kindness for each other, our environment and the diverse communities with whom we work

Our mission

To **Delight and Unite Communities** through the power of live performance and participation by:

- **Celebrating** the joy that excellent creative performance experiences offer
- **Connecting** people together to improve community cohesion and reduce loneliness
- **Improving** mental wellbeing and fostering happiness
- **Nurturing** talent and offering opportunity



Our personality

**PLAY
TO THE
CROWD**

Arts & Education Charity
Winchester

Friendly

Warm, relaxed,
relationship-building, ready
to have fun along the way.

Bold

Getting out there,
getting involved, standing
up for what's right.

Collabrative

Always open to working
together, listening and
acting respectfully.

incorporating

**THEATRE
ROYAL
WINCHESTER**

**HAT
FAIR**

PLAYMAKERS

Approachable

Expansive, amiable,
inviting all-comers, the
opposite of elitist

Cheeky

A little bit naughty yet
always nice, full of life
and gentle irreverence

Playful

A provider of fun and
frolic, we believe in play.

Vibrant

Buzzing, alive, colourful;
full of interest, excitement
and enthusiasm

Expressive

Unselfconscious,
creative, committed and
always captivating

Curious

Our creativity will be
invitational, intriguing and
inquisitive

Sociable

Meeting people and
making them happy,
one-on-one or whole
crowds

Intriguing

Mystery and excitement
that draws people in,
often new, always original

Open

Our practice will be
transparent, accessible
and shared.

“The team were so warm,
friendly and first rate. They
made the day so easy”





Supported by



Winchester
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