

## DEVELOPMENT MANAGER

**Responsible to:** Development Director

**Salary:** £27,000

**Hours:** Full time, an average of 40 hours per week (evenings and weekend work will be required; Park Theatre operates a TOIL policy)

**Annual Leave:** 28 days per annum (including bank & public holidays)

Park Theatre opened in May 2013 after three years of planning and building and is comprised of Park200 (a 200 seat theatre with stalls and circle), Park90 (a flexible studio space), the Morris Space (a multifunctional room used for rehearsals, workshops, readings and the majority of our creative learning activity); the Theatre Bar and additional facilities (including offices, dressing rooms and a green room). We are a registered charity and a company limited by guarantee, overseen by a non-executive Board of Trustees. We have a talented and dedicated team of 16 permanent staff, plus a pool of casuals and volunteer ushers.

Park Theatre presents work of exceptional calibre in the heart of Finsbury Park. We strive to ensure that our building, and the work on stage, is inviting and accessible to all. We work with writers, directors and designers of the highest quality to present compelling, exciting and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from classics to revivals with a healthy dose of new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors. Within the industry, we aim to be a creative home from home for actors, writers, directors and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We are invested and rooted in our local community and seek to work with local residents, businesses and partner organisations to create a better Finsbury Park for everyone. In everything we do, we aim to be warm and inclusive; a safe, welcoming and wonderful space in which to work, create and visit.

This is an exciting moment to be joining Park Theatre. Following a hugely challenging time for the sector throughout 2020, we are looking forward to opening our doors again in 2021. This new role of Development Manager will increase the capacity of our Development team and allow us to build and diversify our income streams. We have exciting plans for the next few years, including large scale fundraising events, developing our programming process, plotting the way forward for our creative learning output and continuing to build on our successful access programme. Our Development team will be crucial in all these areas and will provide the foundations on which we can achieve our ambitions.



## Job Description

The Development Manager will support the Development Director in delivering a creative and ambitious programme of fundraising to enable Park Theatre to grow as an organisation.

## Responsibilities

### Individuals, Corporates, Trusts & Foundations

- Work with the Development Director on the implementation of the extended programme of fundraising including the Park Keepers membership scheme, ticket donations, T&Fs, corporate sponsors, the Annual Fund and other individual giving campaigns.
- Promote and recruit new members for the Park Keepers scheme while managing its administration
- Create positive relationships with existing supporters, ensuring that they receive outstanding stewardship and excellent customer care.
- Maintain the highest renewal rate possible and encourage increased levels of giving, using Spektrix to monitor data on individual giving.
- Create content for supporters' newsletters, including Park Keepers and Annual Fund donors, to be sent via Dotmailer.
- Ensure appropriate supporters' accreditation on website, print and other material including Front of House signage.
- Work closely with the Development Director to ensure a consistent and well-presented message on financial need and opportunities for support.
- Write applications and reports for core support from Trusts and Foundations in collaboration with the Development Director.
- Support the Producer & Programmer with applications and reports for production related funding.
- Gather data on the theatre's achievements, impact and output to furnish funding applications, produce reports and infographics.
- Collaborate with other members of staff to identify funding needs and opportunities (i.e. Community Engagement Manager, Access Coordinator, Producer & Programmer, Technical Department).
- Help manage corporate sponsors and identify new opportunities for corporate support.
- Collect Gift Aid declarations and process Gift Aid claims.

### Prospect Research and Cultivation

- Identify opportunities and prospects from individuals, Trusts and Foundations and corporates, through research and networking.
- Respond to requests for information from potential supporters and lead or assist (as appropriate) in the cultivation of prospective donors.

### Events

- Help manage cultivation and stewardship events including the bi-annual Gala
- Help run in-house fundraising productions (such as *WhoDunnit [Unrehearsed]*) including backstage and front of house stewardship of VIPs and donors, monitoring live auctions and following up with engaged donors and auction prize winners.
- Manage a programme of engaging events for Park Keepers



- Assist in organising bespoke evenings for top level donors and corporate sponsors
- Manage and minute Development Board meetings
- Organise and attend development events and produce briefing notes
- Attend Park Theatre press nights
- Where necessary, attend other events, meetings and conferences off-site related to the Park Theatre's fundraising efforts.

## General

- Attend productions, press nights and other events at Park Theatre.
- Act as an ambassador for Park Theatre at internal and external events as required.

## Person Specification

### Essential:

- A minimum of a year's experience in fundraising, ideally for an arts organisation.
- An interest in and knowledge of theatre and the arts
- Excellent written and verbal communication skills
- Excellent numeracy and budgeting skills
- Strong communication and social skills with a wide range of people, both internal and external
- Excellent attention to detail and accuracy, including the ability to proof read efficiently
- Excellent organisations skills, with the ability to prioritise and work to tight deadlines
- IT literature, with an excellent level of Microsoft Office knowledge

### Desirable:

- Experience using Spektrix (Park Theatre's box office systems)
- Experience of working with digital and social media
- Knowledge of GDPR legislation and how it applies in a fundraising context
- Experience of running events
- Experience of Arts Council applications and reporting
- Experience of processing Gift Aid claims

## Application Procedure

Applications should be made by submitting a letter explaining in no more than two sides of A4 what attracts you to the position and evidence of your ability to fulfil the role and meet the person specification. Please also submit a C.V. and a complete an Equal Opportunities Monitoring Form by visiting <https://cutt.ly/Lki5oDV>.

Park Theatre operates a Positive Action policy to aid in our endeavour to diversity our workforce. Any disabled candidates or candidates from a BAME background who meet the essential criteria listed in the person specification will be guaranteed a first round interview. If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*

Applications should be addressed to Tania Dunn, Development Director and sent via e-mail to [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk) by **5pm on Monday 15 March 2021**. First round interviews will take place **w/c 22<sup>nd</sup> March 2021**.

