

# Royal Academy of Dramatic Art

## Senior Development Manager – Individuals



# Contents

- 3 Background Information
- 5 The Role
- 6 Key Criteria for Success
- 7 Key Responsibilities
- 9 Person Specification
- 10 Next steps
  - 10 *Terms*
  - 10 *How to Apply*
  - 10 *Selection Process*



# Background Information

The Royal Academy of Dramatic Arts (RADA) has offered dramatic arts training for over a century. Today, the Academy is a world-leader in acting and theatre production disciplines, inspiring students of all ages to fully experience the transformative possibilities of stage and screen.

As award-winners and leaders in their fields; actors, directors, writers, producers, lighting, sound and costume designers, prop makers, scenic artists, stage managers, production managers, and many other gifted individuals are an important part of the creative industries ecology, making a huge contribution to Britain's global reputation as a world-leader for creativity.

RADA was established in 1904 by renowned actor-manager Sir Herbert Beerbohm Tree in rooms above His Majesty's Theatre in the West End: an academy founded by the industry, for the industry. We have maintained strong links with the performing arts industries ever since and have built an outstanding reputation as a world-renowned centre of excellence and our diverse student population is a diverse community, united by a shared passion for theatre-making.

We offer students vocational training across many disciplines, acting, stage management, set and costume design and other technical stagecraft disciplines. We pride ourselves on the exceptional standard our teaching, productions and the personalisation of our training which is tailored to the needs of each student.

In addition to being a Higher Education Institution, we make a significant contribution to the London and global cultural scene, and create opportunities for our wider community to experience, enjoy and engage with our work in a number of ways. From our widening participation programme which encourages the most diverse student body and equal access to professional training in the arts, through to our productions, festivals and tours, we ensure that RADA is part of the creative industries ecology and that the impact of our work reaches far beyond our footprint in London.



## RADA Business

RADA Business provides professional training for people in the workplace and enables them to become excellent communicators by adapting our world-class training programmes and coaching to enable people at work to become brilliant communicators.

As the commercial subsidiary of RADA, all RADA Business profits are gifted to the Academy to help cover the costs of our high standard of training and widening participation programmes, providing a vital source of income.

## Graduate Relations

Our graduates are often amongst the most well-known actors, theatre-makers and technicians in the world and feature regularly on industry awards nominee and winners lists including the Oscars, Golden Globes, BAFTAs and Olivier Awards.

RADA has ongoing relationships with many of our graduates, whether becoming members of our Council or designing or directing student productions, or supporting individual students as 'buddies' during and after their studies with us.

## Development at RADA

RADA is dedicated to world-leading training in the dramatic arts and admits students solely on the basis of talent, regardless of their personal or financial circumstances.

The Development Department exists to support this mission. Funds raised go to support the quality of our training and our facilities, and enable our commitment to access. The department is responsible for securing support for scholarships and bursaries and our access and participation programme, as well as revenue funding. This funding is secured from individual supporters, corporate sponsors and partners, trusts & foundations, legacies, and events.

Every year we work towards a target of £1m and as part of our next strategic period we have ambitious plans to significantly grow this income. The COVID-19 pandemic unfortunately significantly impacted us and our ability to deliver world-class training, and we urgently need to raise significant financial support to rebuild to a stronger position to support our students. We therefore recently launched *Stage Critical*, a four-year campaign to raise £3.2 million to support the following:

### Student hardship fund

We are creating a COVID hardship fund that provides essential, targeted financial help for those students who need it.

## Digital Investment

Our students will be graduating into a very uncertain industry as a result of COVID. To showcase our students at their best, and ensure they have the technical skills to thrive in an increasingly digital world, we need to invest in state-of-the-art equipment and infrastructure.

### Future-proofing our work

RADA has been a centre of excellence for over a century. To maintain our world-leading position, we need to make long-term investments that will strengthen the way we teach and support our students.

This is an exciting time for RADA, under a new principal Niamh Dowling and new Chair Marcus Ryder, to deliver a vision for the future of a world leading academy in dramatic arts training. Working with a small but expert team of five (including our Corporate Consultant) you will contribute to the delivery of *Stage Critical*. The role has ample opportunity for progression, exposure to campaign fundraising, direct appeals as well as strategic philanthropy. With a background in individual giving and/or development of membership schemes, this is a great opportunity for an ambitious individual to take a step-up, and build a personal portfolio of experience including Major Gifts.

For further information visit: <https://www.rada.ac.uk/> and <https://www.rada.ac.uk/support-us/stage-critical/>.



# The Role

## Job Title

Senior Development Manager -  
Individuals

## Location

London, UK.

## Hybrid working model

In office 2-3dpw in addition to some  
evening events throughout the year

## Reports to

Head of Development

## Direct Reports

Development Manager

## Purpose

Our Senior Development Manager –  
Individuals will play a key role in building  
relationships with supporters, engaging  
an existing pool of prospects with Senior  
Volunteers and developing new routes  
to philanthropists and patrons.

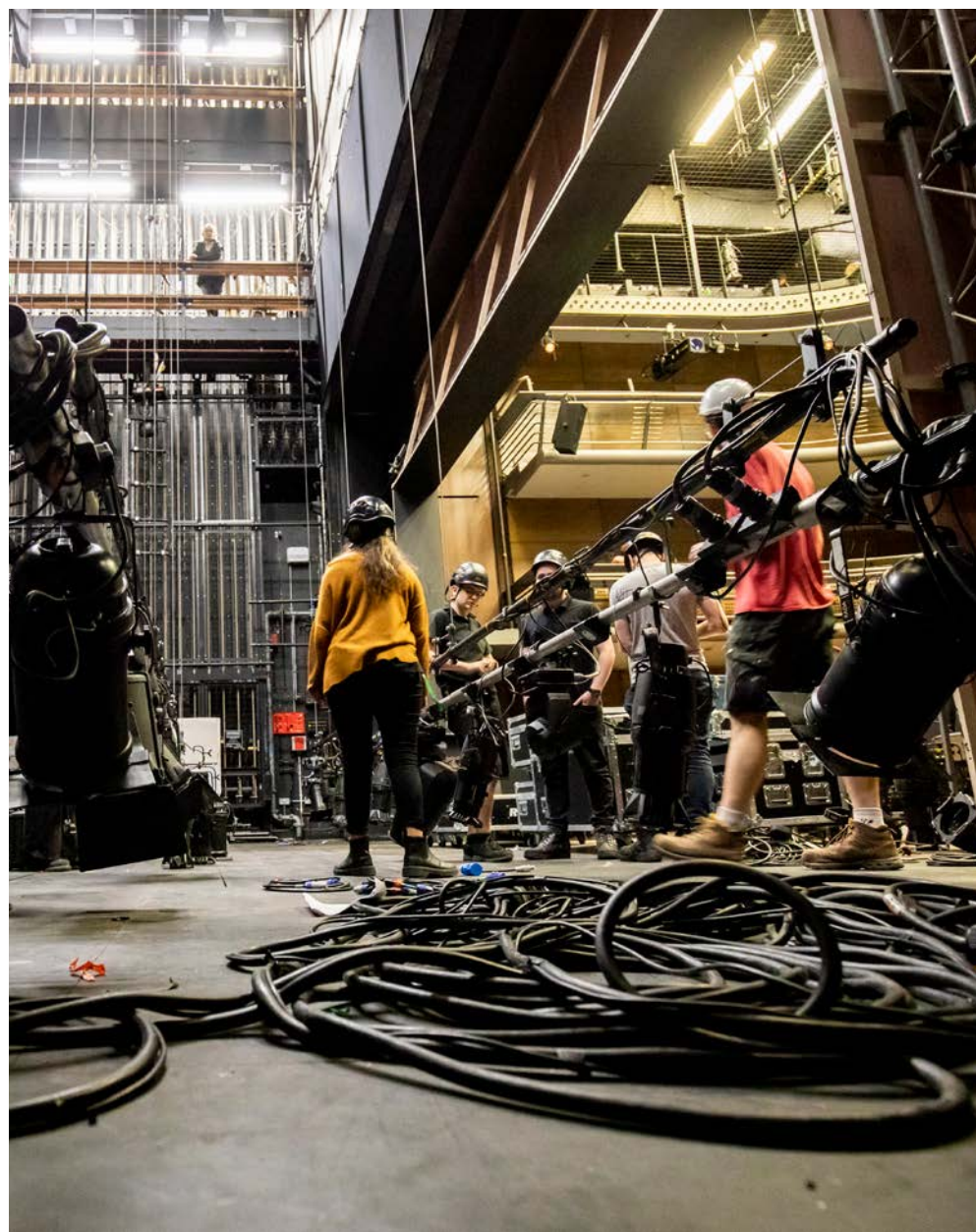
Line managed by the Head of  
Development, the postholder will work  
closely with the Development Manager  
as well as the Development Board, to  
ensure approaches are well researched  
and carefully timed in line with a high-  
profile programme of events managed by  
Senior Development Manager – Events.



# Key Criteria for Success

*After 12 months in post, the successful candidate will have:*

- Reviewed RADA's benefits across the regular giving schemes, and assessed, designed and began implementing opportunities for innovation and adaptation.
- Developed strong relationships with colleagues across RADA and its senior volunteers, and become a trusted member of the Development team.
- Converted a number of warm prospects into supporters.
- Be on track to deliver 5-figure gifts in the next year in the role across the revenue and campaign fundraising needs.
- Worked closely with the Head of Development to design an Individual Giving strategy that supports the wider Campaign.



# Key Responsibilities



## Strategy, Planning and Approaches

- Work with the Head of the Development to agree annual individual giving plan and targets across regular and campaign fundraising.
- Manage a review of benefits to create regular giving schemes which speak to the values and ambitions of RADA in the UK and internationally, as well as changes in engagement.
- Build strong relationships across the academy to enable the delivery of the Christmas Big Give campaign for individuals, including developing the online campaign with the Marketing Team.
- Collaborate with the Head of Trusts and Foundations on a portfolio of individual approaches to steward individuals supporting through trusts and foundations.
- Plan, develop and maintain a pipeline of asks with a focus on new business in consultation with the Head of Development and Director of Development.
- Lead a regular meeting to discuss upcoming approaches, renewals, and present new prospects.

## Engagement

- Partner with the Senior Development Manager – Events to create, design and communicate an events programme which makes full use of student productions, theatre trips to see graduates and bespoke high-profile events such as the Summer Party, preview film screenings, etc. in engaging donors.
- Maximise income from fundraising events through planned follow-up, working with the wider team to ensure we profile and promote online giving.
- Provide support to Senior Volunteers (Council and Development Committee) to encourage generating new leads and support personalised follow-up.
- Ensure engagement is tracked efficiently and effectively, and reported on as required.
- Identify and brief research projects with the aim of increasing our prospect pool to support campaign targets.
- Work with the Development Manager and research agencies, to enhance a research-led approach to develop cultivation plans which lead to new income.

- Contribute to guest briefings ahead of events and make introductions at events, as appropriate to RADA staff.

### Stewardship

- Become a relationship manager for a portfolio of major donors including scholarship supporters.
- Manage the renewal process for supporters up to and including the President's Circle.
- Develop our benefits matrix to ensure individuals receive benefits in line with their giving and are thanked in a timely and appropriate manner in line with their stewardship plans.

- Manage own portfolio of donors and prospects, working with Senior Volunteers to make asks, in line with agreed strategy and plan.
- Attend events at RADA and offsite to provide first class stewardship.

### Line Management

- This role line manages the Development Manager

### CRM and GDPR

- Work with the Head of Development, Development Manager, Database Manager and Marketing Team, to introduce a data-driven approach to individual giving to ensure we engage

with donors in line with their giving-level in support of the Individual Giving plan.

- Oversee record-keeping of benefits and delivery, as well as individual income in consultation with the Finance department.
- Demonstrate good leadership by excellent record-keeping on the CRM and ensure maximised income through Gift Aid.
- Work with the wider team to understand engagement levels through our events, review agreed metrics to monitor success.
- Ensure communications are in line with RADA Privacy Policy and GDPR regulations.

- Comply with Health and Safety legislation and ensure you are up to date with RADA's Health and Safety Policy.
- By accepting a role at RADA, you are acknowledging a commitment to RADA's values and mission, and a willingness to contribute to the ongoing development of the same.



### General

- Take on any additional duties and responsibilities that may be reasonably expected within the terms of contract.
- Contribute to the development and culture of RADA.
- Attend RADA training and staff events as and when required (including but not limited to annual staff conference and termly town hall meetings).
- Promote Equality, Diversity and Inclusion at all times and ensure they are at the forefront of your thinking when undertaking your responsibilities.
- Comply with GDPR regulations regarding protecting personal data.





# Person Specification

## Experience and knowledge

### Essential

- Solid experience of individual fundraising in the arts or Higher Education sectors.
- Sound knowledge and understanding of fundraising across income streams and how these work together.
- Experience of managing and motivating staff.
- Track record of managing and driving “best in class” patrons and/or membership schemes.
- Experience of developing and implementing strategies for engaging individual donors and prospects.
- Track record of working effectively with senior volunteers and getting the best out of them.
- An understanding of income forecasting.

### Desirable

- Demonstrable interest in theatre and the dramatic arts.
- Knowledge of the issues affecting the HE / cultural sector.
- Experience of working with Marketing teams or external designers to create new materials to support patron schemes.

## Skills, abilities and attitudes

- Confident writing style and the ability to communicate effectively in a wide range of media and audiences.
- Creativity and an enterprising approach to income generation.
- Ability to achieve desired outcomes by working through influence.
- Good numeracy skills.
- Understanding of updating and improving database processes to support research and fundraising.
- Excellent eye for detail and to ensure high standards whilst working under pressure.
- Ability to work strategically and manage multiple tasks simultaneously and to work to deadlines.
- Committed and driven.
- Approachable and personable team player.
- Diplomatic, enthusiastic, resilient and confident at dealing with people at all levels.
- Positive, can-do attitude and a growth mindset.



# Next steps

## Terms

The salary range for this role is positioned at £35,000 - £42,000 pa. To discuss salary parameters please call **Sonja Dunphy**, Managing Director at Richmond Associates on the contact details on the last page.

### The package includes:

Annual leave entitlement: 30 days annual leave plus bank holidays. This increases by one day every year, following your first years service, until you have accrued an additional 5 days leave.

Pension: RADA offers a Workplace Pension Scheme. RADA will make a matched contribution of 4%.

## Any other benefits:

- NUS Membership
- Death in Service Payment
- Interest Free Loans
- Employee Assistance Programme
- Free Eye Tests
- RADA Business Open Course Training
- Free Counselling Session
- Library – access to RADA's full range of library services
- Gifted Days Off – extra holiday will be given to RADA staff members during the closure period between Christmas and New Year
- RADA Student Production tickets – staff are entitled to two free tickets per student performance

RADA has a flexible working policy in line with individual circumstances and requirements of the role. The team is currently trialling being based in the office two days a week. Part-time working would be considered.

## How to Apply

### Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with RADA will take place on **16 June**, with panel interviews taking place on **21 June 2022**.

Closing date for applications is 09:00 on Friday 27 May 2022.

Please send your application to **Kate Tilley**, Business Support Administrator

✉ info@richmond-associates.com  
☎ +44 (0) 20 3617 9240