

The Rep

Director of Fundraising



"A theatre for everyone"

Contents

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



Photo Credit: Craig Sugden



Photo Credit: Kris Askey

Background Information

We are the Birmingham's world-class producing theatre. We create inclusive, exciting and exceptional theatre by, with and for our city and the wider world.

Established in 1913, The Rep has an unparalleled history as a repertory theatre and launch-pad for some of the most exciting talent in UK theatre past and present. Today, we create professional theatre productions for our three auditoria - The House, 820 seats; The Studio, 300 seats; The Door, 150 seats. Looking out over Centenary Square's fountains, our recently redeveloped public foyers make us even more accessible. With our allies at the spectacular Library of Birmingham, our neighbours at Symphony Hall, our new friends at the University of Birmingham Exchange plus the vast social and commercial whirl of Paradise and Brindleyplace, we are a key cultural player in the beating heart of this vibrant and evolving city.

For over a century, we're known for our pioneering spirit and original productions. You may know us from productions such as *East is East* (which had its world premiere at The Rep and subsequently went on to become a hugely successful film in 1996), *The Snowman* (based on the Raymond Briggs classic which

has travelled around the globe as well as played 26 consecutive West End Christmas Seasons and is the longest running Christmas show in the West End), and *One Love: the Bob Marley Musical*, one of the most popular productions to ever play at The Rep.

Much of our work goes on to a future life as national tours or West End transfers, with an aspiration to extend this internationally. In 2022-23, we staged 444 performances at The Rep, toured a further 443 performances, reaching a total audience of 390,000 across the UK.

Alongside the line-up of productions and performances, we have a large participation programme incorporating a wide range of activities in schools and with young people and adults across the city. The overarching aim of our creative learning work is to create joyful cultural experiences for children, young people and adults, that are life enhancing, engaging, and most of all, fun.



Photo Credit: Mark Senior

A key theme across our work with children and young people is improving mental health and wellbeing. We create sustained opportunities for children to be connected, empowered and joyful: in their schools, in their communities, and in the theatre.

We nurture artistic talent through new writing, directing, technical or casting programmes with young professionals and up-and-coming names. We also work with partners across the UK and internationally on new productions and community projects.

Our talent development programme combines long running initiatives such as Foundry with new ones including 'Sky Comedy Rep' with Sky Studios and the Victoria Wood Writing Prize, which aims to discover and develop new regional comedy writing talent from across the UK, tackling under-representation in the creative industries.

While results can take years, we know it's worth the wait as we believe diversity to be a strength in our society, with art and culture belonging to all. We are a theatre for everyone.



Photo Credit: Simon Hadley

Environmental and sustainability – our achievements (so far...!)

As one of the largest producing houses in the midlands, we are aware that we have a responsibility to the environment beyond legal and regulatory requirements. We have committed to adopt the Green Book Sustainable Productions framework on a minimum of 2 productions a year. Our Environmental Working Group is comprised of staff from across organisation to become environmental champions and meet regularly to review and update our Environmental policy and plans. We are committed to exploring, trailing and renewing ways in which the organisation and staff can reduce their environmental impact and carbon footprint.

On Mon 5 June 2023, the 50th Anniversary of World Environment Day, we joined the Culture Declares movement in declaring a Climate Emergency and made a commitment to reducing our carbon footprint and increasing our sustainability. Since then, we have:

- Redistributed our set for the March production of Of Mice and Men to Worcester Swan's Romeo and Juliet.
- We had our first Green Book production on the main stage in July with Young Rep's The Trials as part of the Order and Chaos festival.

- Our Christmas production in The Door for 3-6 year olds, Little Red Riding Hood, was created as a Green Book production with a focus on upcycled materials where possible, including over 100 umbrellas in the set, all having been sourced second hand!
- We have replaced over 700 lamps and 50 fittings with LED filaments.
- Ensured conference materials are recycled.
- Where possible used pre-loved and recycled clothing for all productions.
- We have signed up to the Oil Free Sponsorship pledge.

See <https://www.birmingham-rep.co.uk/our-sustainable-achievements/> for more information on all the brilliant achievements our departments have already made towards our goal of increasing sustainability at The Rep.

We have taken big steps towards being better stewards of our planet, broadening our on and off-stage offering to engage our communities, and widening access to the arts, however there is much more that we want and could do.

Our Future and Fundraising

Across our work on and off-stage, and under the leadership of our Executive Director, Rachael Thomas, and Artistic Director, Sean Foley, there are significant opportunities for growth and further innovation at The Rep.

Our ambition is to be a theatre for everyone in this city and beyond. In order to achieve this ambition, we need to protect and further develop our artistic and outreach programmes, to reach as big and wide an audience as possible. We also recognise that we need to continue to take further steps to become a genuinely inclusive organisation where everyone feels represented, valued, safe and respected, whether artists, community, audiences, staff, stakeholders or partners. In June 2021, we wrote and published our first commitments statement which outlines our plans for accelerating the pace of change towards being a more inclusive organisation.

Fundraising can help us achieve much of this and more. To read more on Our Commitments, visit: <https://www.birmingham-rep.co.uk/about-us/our-commitment/>

These are exciting times too for the city of Birmingham. The UK's 'second city' has one of the youngest populations in Europe, and is the most multicultural core city in the UK. It is a city full of dynamism and energy, and currently undergoing

its own renaissance as one of the fastest growing cities in the country. Following a highly successful Commonwealth Games in 2022 a number of blue chip brands have already relocated to the city, with more to follow.

As a premium cultural brand in the city and beyond, and there are significant opportunities for growth in our fundraising across all forms and levels. From major trust and foundation awards, to individual giving at all levels (entry level to HNW individuals), to corporate sponsorship, to events and one-off initiatives, the breadth of the artistic programme offers a wealth of potential for leveraging fundraising.

Fundraising income is a vital part of The Rep's business model and an area with significant potential for growth. Currently, our fundraised income sits at c. £600k pa and after a period of evaluating our progress to date and opportunities ahead, we believe we could achieve much more. Our leadership team understands that philanthropic fundraising is about long-term relationships, and we have an engaged Fundraising Development Board who are ready to help us do more. An interim Director of Fundraising has been helping us to evaluate the opportunities and review the systems and framework we have in place to support fundraising activity.

We are now seeking an experienced and ambitious Director of Fundraising to leverage the opportunities and assets presented by The Rep's programme, brand and city context. The Director of Fundraising is a senior leadership post and will lead the fundraising team, designing and driving a strategy to identify and harness all opportunities for philanthropic, corporate and grant income to support the theatre's varied activities and help secure our future. We are looking for a strategic, collaborative and hands-on leader who will have a proven track-record of reaching income targets, creating compelling cases for support and inspiring a team.

This is a chance to shape a fresh approach to fundraising and one that matches our ambitions as an organisation. If this sounds like the sort of career challenge and opportunity that excites you, please we'd love to hear from you.

For further information visit:
<https://www.birmingham-rep.co.uk/>.



Photo Credit: Craig Sugden

The Role

Job Title

Director of Fundraising

Location

Birmingham, UK

Reports to

Executive Director

Direct Reports

2 Fundraising Officers

Key Relationships

Internal - Members of the Senior Leadership team (in particular Executive Director, Artistic Director, Director of Creative Learning, Directors of Audiences and Finance Director); Heads of Department across The Rep; The Chair and members of the Board, and committees with oversight of departmental activities; Fundraising Development Board; Staff groups and forums as required; and Volunteers

External - Sponsors, individual donors and funders; Business and civic leaders; 'Larger Regional Producing Theatres' Development Group; Chamber of Commerce; Providers,

suppliers; Users of the theatre and the public

Purpose

To design and implement a robust, sustainable and ambitious fundraising strategy, and grow and inspire a dedicated and collaborative team to deliver an increase in fundraised income to The Rep.



Key Criteria for Success

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

- Become a trusted and valued and valued Senior Leader within the organisation, through being a collaborative and strategic colleague who delivers.
- Developed a robust, sustainable philanthropy strategy that addresses the rising ambition for fundraising at The Rep.
- Delivered the year's fundraising target (set based on a realistic feasibility assessment) and planned for growth from year 2 onwards.
- Built an engaged and motivated team that is living the values of The Rep and delivering as required.
- Engaged with existing supporters and started developing new relationships with a long-term view for larger scale asks and longer-term commitments.
- Established credibility with the Chair and members of the Board, members of the Fundraising Development Board and other volunteers, and actively engaged them in the fundraising strategy and process.



Photo Credit: Mark Senior

Key Responsibilities

Main duties and responsibilities

Strategy & Leadership

- Develop and implement an ambitious and sustainable fundraising strategy with detailed plans and targets across individual donations, corporate sponsorship, trusts and foundations.
- Within this strategy, embed a focus on growing unrestricted income, taking a strategic approach to balancing project enabling and budget relieving income.
- Lead the Fundraising Team, supporting and enabling the development of a high performing team capable of delivering the fundraising strategy and targets.
- Identify and cultivate prospective supporters across all income streams.
- Engage wider staff team, SLT, and members of our Board and Fundraising Development Board with the fundraising strategy, reporting as required to the Board.
- Devise and deliver targeted revenue and capital campaigns as required.
- Ensure The Rep is compliant with fundraising regulations and codes of practice as well as ethical fundraising considerations, ensuring our ethical fundraising policy and practice remain appropriate for our role and position in the industry and city.



Photo Credit: Mark Senior

- Identify and devise innovative fundraising initiatives to diversify income streams.
- Keep abreast of trends, developments, networks and opportunities in the fundraising sector.
- Embed a data-driven approach to fundraising within the organisation and work closely with the Sales & Ticketing team to ensure data is clean and the fundraising function of the Spektrix CRM system is strategically developed to its fullest potential.
- Work closely with the Audiences & Media team to embed fundraising messaging across audience communications.
- Work closely with Creative Learning and Talent Development teams to support their programmes and identify projects conducive to fundraising.
- Monitor fundraising KPIs and track and report on performance.
- Ensure income and expenditure is accurately recorded and reconciled, providing fundraising updates to the Finance Director.
- Manage and adhere to reporting requirements relating to grants from trusts and foundations.



Photo Credit: Graeme Braidwood

- Develop and pitch exciting corporate sponsorship proposals.
- Design and deliver a range of successful fundraising events.
- Advocate on behalf of the organisation, including public speaking at both internal and external events.
- Through the work of the department, proactively support the delivery of Arts Council England's Investment Principles, embedding them into fundraising activity as appropriate.



Photo Credit: Craig Sugden

Relationship management

- Establish relationships with senior leaders in the business community.
- Maintain and cultivate excellent relationships with local and national funders.
- Cultivate and steward potential major donors and high net worth individuals.
- Liaise with relevant departments in order to deliver successful fundraising events of the highest possible quality.
- Work with the Audiences & Media team to prepare promotional material and PR activity to support fundraising campaigns.
- Work with the Sales & Ticketing and Front of House teams to realise the potential of individual donations from audiences throughout the audience journey.
- Harness the potential, ideas and networks of the Fundraising Development Board and manage the needs of this group.
- Engage with creative teams, high profile supporters and patrons.
- Secure and manage corporate supporters in the form of sponsorships and business partnerships.

General Responsibilities

- Adhere to and implement the guidelines, procedures and policies of the company as detailed in the staff policies (available from the staff handbook).
- Complete all mandatory training and e-learning. Ensure you and your team are fully compliant with all mandatory training and development.
- Play a role in the life of the company and work across departments to develop a positive and engaged culture including playing active roles in staff forums/committees.
- Be aware of, and comply with, rules and legislation pertaining to Health & Safety at work and abide by the procedures set out in the Health & Safety Policy.
- Take ownership for the safety of the working environment for your teams by being fully compliant with the Health and Safety policies, rules and training for yourself and your team members including casual and freelancer staff.
- Be aware of, and comply with, rules and legislation pertaining to data security, and GDPR, at work and abide by the procedures set out in the Data Protection Policy.
- All staff are expected to demonstrate an understanding of, and adherence to, our safeguarding policy, including a duty to report any issues of concern.

Any other duties

- The duties and responsibilities set out should not be regarded as exclusive or exhaustive. The post-holder may be required to undertake other reasonably determined duties and responsibilities within the organisation which are appropriate to the level of the role without changing the general character of the post.
- The post-holder may also be called upon to carry out duties that would not normally be associated with the post on a temporary basis where there is a strong organisational requirement for that to happen. The post-holder would be given appropriate training and equipment to carry out any duties of this kind.

Person Specification

Experience and knowledge

Essential

- Experience of creating and implementing ambitious and credible fundraising strategies and delivery plans.
- A proven track-record of significant fundraising across a variety of sources, including individual giving (HNWI), corporate sponsorship and partnerships, Trusts and Foundations and events.
- Experience of engaging with donors directly as well as facilitating other senior leaders in cultivating these relationships.
- Strategic thinker and operator, with sound business planning skills, including experience of financial and risk management.
- Experience of setting realistic and achievable targets or delivering sustained income growth.
- Experience of working with and managing senior volunteers and colleagues.
- Experience of managing budgets and detailed reporting.

- A track-record of leading and developing high performing fundraising teams capable of meeting stretch targets.
- Demonstrable success in getting staff and peers to work together for the benefit of the wider institution.
- Knowledge and experience of a ticketing/fundraising CRM system.

Desirable

- Knowledge of the Midlands fundraising landscape.
- Experience of fundraising within or for an arts and cultural charity.
- Experience of both capital and revenue fundraising.
- Experience of marketing and communications activity.
- Experience of event management.
- Experience of analysing and leveraging ticket sales data to supporting fundraising plans.

Skills, abilities and attitudes

- An entrepreneurial flair and ability to spot income generating opportunities and push the business forward.
- Ability to operate at senior, strategic level, with excellent prioritisation and organisational skills.
- Proven ability to lead, influence, negotiate and work collaboratively across a fast-paced organisation.
- Ability to work with detail without losing sight of the bigger picture.
- Excellent written and verbal communication skills with high standard of written English and grammar to support the development of compelling cases for support and high-value funding proposals.
- Excellent interpersonal skills with a high-level of EQ and self-drive.
- Ambition, tenacity and the ability to drive successful outcomes.
- Diplomatic, confident, resilient and resourceful, with a solutions-orientated and positive approach.
- A passion for theatre and the arts.



Photo Credit: Simon Hadley

Next steps

Terms

The salary for this role is positioned within a range of £50,000 - £60,000 pa. To discuss salary parameters please call **Sonja Dunphy, Managing Director** at Richmond Associates.

Hours of work: 39 hours per week minimum or hours as required, worked flexibly and in accordance with business needs. Some evening and weekend work will be required, in addition to potential national or international travel.

The package includes:

Annual leave entitlement: 25 days per year plus public holidays. The holiday year runs from 1 September to 31 August each year.

Pension: Contributory staff pension, 5% employee and 3% employer

Notice period: 3 months

Additional benefits include:

- A day off for your birthday
- Free-to-use employee assistance service including 24/7 virtual GP service.
- Staff ticket discount
- Staff discount in The Rep food and drink outlets (when available)
- 25% Season Ticket discount on parking at Q-Parks
- We actively encourage all staff to see shows as we believe that being part of The Rep product enhances everyone's experience as an employee and ambassador. As a senior member of staff, you will be required to attend performances in order to achieve the objectives of this role. To ensure everyone has a chance to attend shows every staff member is invited to attend press night for all The Rep's own productions along with further complimentary tickets where possible as well as competitive discounts throughout the year.

How to Apply

There's no such thing as perfection...

At the Rep we don't expect or look for the 'perfect candidate', instead we look for people who can positively contribute to our team. In return you will be given support, encouragement and all the right conditions to grow, succeed and be your best. We are committed to creating an inclusive workplace where difference is a strength and every unique voice and skill is recognised and valued.

For us, recruitment is more than a match against a job description, it's about feeling excited to come to work every day and being proud of who you work with and for. We believe The Rep is for everyone, so however you identify, whatever your background, if you feel excited about this role then we urge you to please apply.

It's important to us that The Rep reflects the communities we serve and therefore we particularly welcome applicants from the global majority and D/deaf & disabled communities as these groups are not as well represented as we want them to be. As part of our Ramps on the Moon legacy, we have experience in supporting individuals to Access to Work requests and encourage any and all staff who

may benefit from the scheme to use it. We will always try to make the adjustments needed so that you can perform to the best of your ability and professionally thrive in a supportive and engaging environment. We want our Rep to be culturally informed and accessible to all, so we encourage you to celebrate and share your own cultural experience and knowledge of our city proudly in your application.

We guarantee to interview anyone from these under-represented groups whose application meets the minimum criteria for the post. By 'minimum criteria' we mean that you must provide us with evidence in your application form which demonstrates that you generally meet the level of competence required for each competence (or could with reasonable support), as well as meeting any of the qualifications, skills or experience defined as essential in the person specification.

Diversity monitoring

Our ultimate aim is to have diversity of all kinds in every layer of the organisation and to help us keep track of our success we kindly ask you to complete an Equality and Diversity form alongside your application. Participation is voluntary but appreciated and your responses will be anonymous and not shared with the recruiting managers.

Flexible working

We know flexibility is everything and we foster a working environment which is focussed on outcomes, not hours or being present. We actively encourage applications for job shares and flexible working and will make every effort to accommodate these requests

Safeguarding

The Rep is committed to safeguarding, and operates an environment where all staff are expected to report any concerns about vulnerable people, or about the behaviour or practice of colleagues and other people they come into contact with.

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) 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.
5. Completed equal opportunities monitoring form.

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 round interviews with The Rep will take place from **late April 2024**. Dates for second round interviews are to be confirmed.

Closing date for applications is 9am on Friday, 19 April 2024.

Please send your application to **Shanelle Chong**, Business Support Assistant

✉ info@richmond-associates.com
📍 7-10 Adam Street, London WC2N 6AA, UK
☎ +44 (0) 20 3617 9240



Photo Credit: Kris Askey