

Development Director

Theatre Royal Stratford East



Contents

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



Background Information

Theatre Royal Stratford East (TRSE) is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. The theatre is Grade 2 listed and it has a Matcham-designed interior.

We have a proud history and an exciting future. We represent our culturally and socially diverse community in the work we make, the people we employ and our audiences and participants. We tell stories that are current, political, provoke discourse and that are representative of London.

Our Theatre Workshop was founded in 1957. Since then we have made theatre both for, and inspired by, our community in Newham, East London. We continue the political and revolutionary ethos of that time as a leading London theatre and civic hub for East London. We are driven by our art, inclusive and bold.

Our award-winning pantomimes are a huge part of our history and cultural heritage of the local area. We have won an Olivier for Noye's Fludde and were nominated for two further Oliviers, London Theatre of the Year and won UK Theatre's Best Play Revival, two British Black Theatre awards and three Offies.

Our extensive archive is deemed of national importance and is being transferred to the British Library collections.

Nadia Fall – Artistic Director

On 02 October 2017 the theatre entered a new chapter when Nadia Fall took the reins as Artistic Director.

Nadia's first season opened with an updated version of the Spanish Golden Age play Fuente Ovejuna by Lope de Vega. Transported from Spain to modern day rural India, and adapted by April De Angelis, The Village paid homage to Joan Littlewood who staged a production of Fuente Ovejuna (called The Sheep Well) at Stratford East in 1954.

The season was met with great critical acclaim and consisted of Ballet Black, The Wolves by Sarah DeLappe, cabaret-variety Queer Lates, panto Sleeping Beauty,





Frantic Assembly's *The Unreturning* by Anna Jordan, *Equus* by Peter Shaffer and directed by Ned Bennett (a co-production with English Touring Theatre), which transferred to the West End's Trafalgar Studios, Pilot Theatre's *Noughts & Crosses* by Sabrina Mahfouz adapted from the Malorie Blackman novel and *King Hedley II* by August Wilson and starring Lenny Henry, which Nadia also directed.

The season was rounded off by Benjamin Britten's *Noye's Fludde*, a co-production with English National Opera that saw over 200 amateur performers from the local community take to the Stratford East stage.

Nadia's second season started strongly with the Olivier nominated *Our Lady of Kibeho*, Dick Whittington as our annual panto and Janice Okoh's *The Gift*. We were in the final week of Frantic Assembly's new piece, *I Think we Are Alone*, when we shut our doors for the pandemic.

Looking forward

During the pandemic, Stratford East moved its programme online and continued throughout to work with the community and local young people. The artistic programme continued alongside this, with a one-off drama, *No Masks*, on Sky Arts, an audio response piece to the killing of George Floyd, 846, which was then performed live at the Greenwich & Docklands Festival with a series of short films.

We were able to reopen with two socially distanced plays in May and June 2021, before fully reopening the theatre and the bar in September 2021 with Conor McPherson's *Shining City*.

We continue to run an accessible and inclusive Learning and Participation programme for young people and community groups in East London boroughs. Our youth theatres and Young Company have produced many industry talents.

Further details of these programmes can be found here: <https://www.stratfordeast.com/get-involved/young-people/>

TRSE is proud to partner with 13 grassroots community groups including ASK-Mental Health, Roma Support Group, Malayalee Association of the UK and Powerhouse for Women. We also have a longstanding partnership with six other ACE NPOs via Ramps on the Moon, a consortium that normalises the presence of D/deaf and disabled people in theatre.

We have an exciting performance programme lined up, details of which can be found here: <https://www.stratfordeast.com/whats-on/>

For further general information about TRSE visit: <https://www.stratfordeast.com>



Stratford

Revamped for the 2012 Olympic Games, Stratford is a buzzing shopping and leisure hub. Popular with families, Queen Elizabeth Olympic Park is home to the London Aquatics Centre with its wave-shaped roof, the London Stadium, and several play areas. Towering over the park, ArcelorMittal Orbit is a spiral sculpture with a tunnel slide. Restaurants, bars, and fashion boutiques fill the vast Westfield Stratford City mall.

For further information visit:
<https://www.visitlondon.com/things-to-do/london-areas/stratford>

Fundraising

As with many performing arts organisations Theatre Royal Stratford East is focusing on rebuilding after being closed over the pandemic. As an organisation we place emphasis on learning and participation while thinking about our place within the community. Our fundraising plans reflect this.

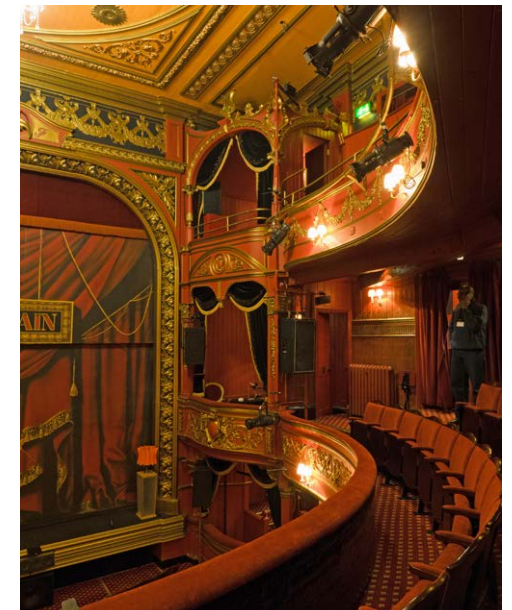
We have been successful in raising funds from trusts and foundations, accounting for approximately 40 percent of our income, with individuals bringing in another 40 percent and companies providing 20 percent of our fundraising income. In addition to being an Arts Council England National Portfolio Organisation, TRSE receives income from Newham Council.

The Theatre currently receives funding from supporters such as the Garfield Western Foundation, The Austin and Hope Pilkington Trust, The Esmée Fairbairn Foundation, Barry & Ann Scrutton, Edwardian Hotels and Sky Arts.

The rest of the Theatre's income is earned via the box office and other revenue streams, with around 20% generated through fundraising.

We have a newly appointed Chair of our Development Board who is engaged and motivated to increase fundraising income for the Theatre. This is a great opportunity for an experienced individual giving professional to build upon.

For more information on the TRSE's fundraising efforts and supporters, please see <https://www.stratfordeast.com/support-us/>



The Role



Job Title

Development Director

Location

Stratford, London UK

Reports to

Executive Director

Direct Reports

Senior Development Manager
(Individuals and Trusts) and Senior
Development Manager (Corporates)

Key Relationships

Artistic Director, Senior Leadership Team,
Development and Marketing teams

Purpose

The core purpose of this post is to lead on the fundraising strategy and to raise funds for TRSE and its work. Leading a team of four, the successful candidate will bring energy, enthusiasm, imagination and a hands-on approach, working closely with both the Artistic and Executive Directors to maximise its fundraising potential from individuals, trusts and foundations, corporates and any other sources identified.

This post is an integral member of the Senior Management Team and will participate in the strategic management of the organisation and act as an ambassador of the company. The post holder will manage the organisation's strategic relationships with a wide range of stakeholders.

Key Criteria for Success

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

- Developed and communicated a clear and balanced plan for fundraising that aligns with the Theatre's strategy.
- Established a solid relationship with the prospects and donors of the Theatre.
- Built credibility with and won the confidence of the Development Board.
- Be a trusted member of the Theatre's senior team.



Key Responsibilities

Leadership and Strategy

- Lead on developing and implementing TRSE's fundraising strategy.
- Work closely with the executive team to ensure that the fundraising ambitions of the business plan can be met or exceeded.
- Manage the Development Board, working closely with the Chair to identify how best to harness the contacts and links of the Board for the benefit of the Theatre.
- Be an ambassador for TRSE as required within the arts, fundraising, local government and corporate networks.
- Provide hands on leadership to the team to maximise funding from all sectors.
- Support the development of the team, monitoring performance and creating opportunities for growth.
- Report regularly to the Executive and senior teams, including Board meetings regarding fundraising progress.
- Line manage the Senior Development Managers as well as any freelance staff, as appropriate.

- Ensure the Development Team complies with regulatory and legislative requirements, in particular the Data Protection Act 2018 and the Fundraising Regulator's Code of Fundraising Practice.



Fundraising

- Identify and maximise any funding opportunities, overseeing any applications completed and submitted by staff within and outside of the department.
- Instigate and build donor relations with new and existing major donors and membership base.
- Lead on large scale Trust and Foundation applications and work with the Executive Director on applications to statutory funders.
- Work closely with the Senior Development Manager (Individuals & Trusts) to ensure Trust and Foundations fundraising applications are finalised and submitted.
- Work closely with the Senior Development Manager (Individuals & Trusts) on the compilation and submission of reports to grant funders and foundations.
- Work closely with the Senior Development Manager (Corporates) on developing pipelines, pitches and proposals for new business prospects.
- Identify potential sponsors and donors through research, networking and cultivation events, and through

working with the Development Board and Board.

- Effectively steward and develop ongoing relationships with sponsors, donors and other supporters to maximise retention rates.
- Plan and deliver fundraising events to secure support and raise the profile of TRSE.

Special projects

- Lead on any capital projects or large scale fundraising events, such as Galas.

General

- Represent the theatre at events, conferences and meetings.
- Maximise income and minimize expenditure wherever possible, without jeopardising the quality of the work or the reputation of TRSE.
- To be familiar with and abide by all TRSE Company Policies including, but not limited to, our Equal Opportunities Policy, Dignity at Work Policy and Health and Safety Policy.
- To undertake any other duties as appropriate to the post.

Person Specification

Experience and knowledge

Essential

- A proven track record of fundraising at a senior level across public and private giving and demonstrable experience of securing major grants, gifts and sponsorship at the six figure level.
- Experience of delivering against fundraising targets and the ability to work to deadlines in order to reach targets.
- Experience of financial procedures and working with budgets.
- Experience of event planning and organisation.
- Experience of database management.

Desirable

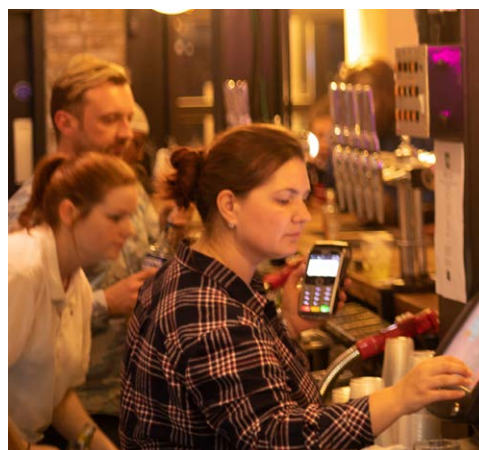
- Experience of working in the arts.
- Experience working in a small team.
- Experience working with a board of trustees.

Skills and abilities

- Strong commercial acumen with the ability to identify and leverage fundraising opportunities.
- Knowledge of and passion for the performing arts.
- An understanding and appreciation of TRSE's work.
- Excellent IT skills.
- Financially literate with an understanding of tax and legal issues affecting fundraising activity.

Attitudes

- Excellent interpersonal skills with a positive, flexible and responsive approach.
- A creative mindset with the ability to collaborate with colleagues to create new fundraising approaches and generate imaginative initiatives and campaigns.
- Persuasive communication skills, in both writing and speaking.
- Proven track record of managing multiple tasks and working to deadlines.



Next steps

Terms

The salary for this role is positioned at c.£52k. To discuss salary parameters please call Julie Baker, Research Consultant at Richmond Associates.

The package includes:

Annual leave entitlement: 30 days per annum including bank holidays. This will increase by 1 day for each full holiday year of service completed to a maximum total of 33 days.

Pension:

Up to 5% matched pension contribution after qualifying period.

Notice period:

3 months (after probation, which is 6 months).

Other:

- Season ticket loans.
- Cycle to Work Scheme.
- Complimentary theatre tickets.
- Staff catering discounts.
- Employee Assistance Programme (support and advice via phone and online for on various matters including legal, debt, counselling etc.)

The equal opportunities form can be completed here:

Applicant Monitoring Form

Representation, Belonging and Justice

80% of our senior team are women including our Chair, AD/CEO and ED. 38% of our workforce are Black and minority ethnic. Our Board is 31% Black and minority ethnic. 10% of our workforce is disabled. In 2019-20 our freelancers identified as 39% Black and minority ethnic and 16% disabled. 39% of our Artists are Black and minority ethnic.

We pride ourselves on our diverse audience and will continue to strive to increase engagement with underrepresented communities. Our largest audience segment is 'Kaleidoscope creativity' (32%), not traditionally theatregoers and the most ethnically diverse audience segment. 7% of our audience have access needs, 33.5% of our audience are from East London and 70% of our youth groups are Black and minority ethnic.





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.
5. Completed equal opportunities monitoring form (found on the previous page)

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Julie Baker, Research Consultant at Richmond Associates from **7 February 2022**.

First interviews with Theatre Royal Stratford East will take place from **21 February 2022**, with final panel interviews taking place from **28 February 2022**.

Closing date for applications is 9am, Friday, 4 February 2022

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

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