

Head of Development

Job Pack



ArtsEd is a brilliant place to work, full of talented people doing what they love most in the world. For over 100 years, ArtsEd has been at the forefront of performing arts training in the UK, nurturing talent, and inspiring confidence. One of the UK's leading centres of conservatoire education, the training we provide is world-class, inclusive, contemporary, and focused on the constantly evolving needs of the industry in the 21st century.

ArtsEd employs around 170 people in a variety of teaching and support roles, as well as many more on a freelance basis. We expect a great deal from our staff, and in return, we provide a fulfilling, supportive, welcoming, and engaging environment, where people feel comfortable to be creative, open, and able to give their best.



ArtsEd Higher Education

ArtsEd is one of the UK's leading providers of degree-level conservatoire education. Our Foundation, BA and MA courses in Musical Theatre and Acting, create graduates who are innovative and resilient performers. We prepare our students for both the physical and mental rigours of the performing arts industry through a combination of outstanding vocational training and focused pastoral care. The success of our approach has led to our alumni playing a key role in the success of the UK's creative economy for many years and they include choreographers, directors, and producers, as well as performers.

*The future of this country's theatre
tradition depends on centres of excellence such as ArtsEd.*
Lord Lloyd Webber, ArtsEd President

ArtsEd Day School & Sixth Form

Our Day School & Sixth Form is a national centre of excellence for the study of the performing arts. Founded over 100 years ago, ArtsEd's ethos remains much the same today as it was then: to provide a broad and balanced education, stretching pupils to achieve their academic, artistic, and personal potential.

An independent day school like no other; ArtsEd is an international leader in performing arts education and a local and national leader in its wider academic provision. Our pupils enjoy a high-quality vocational programme delivered by committed and creative professionals, whose expertise instils in our pupils a passion for performance that feeds into all aspects of their educational and personal development. Our students spend time every day doing what they love, encouraging their development into happy, collaborative, and well-rounded individuals, fully committed to holistic education and, at 16+ or 18+, armed with a set of skills and experiences that prepare them for whatever pathway they choose to follow.

What do we offer?

The energy and passion at ArtsEd are tangible. We are a small, close-knit team, committed to supporting all our students to achieve their best. We offer competitive salaries, and our size means that we are able to provide tailored opportunities for staff to develop their skills and experience through internal and external programmes.

The health & well-being of our staff is a key focus and we have teamed up with Simply Health to offer a family-wide health plan that includes:

- a full Employee Assistance Programme, including face-to-face counselling and unlimited telephone support
- contributions towards a range of therapies, including sports massage, physiotherapy, and chiropractic appointments
- contributions towards dental and optical costs
- 24/7 GP appointments via telephone/webcam
- Lifestyle Discounts

In addition, staff are eligible for the following:

- Cycle to Work Scheme
- a 5% matched pension (after the relevant qualifying period)

What are we looking for?

The role of the Head of Development is an established one and the successful candidate will be joining a small team in a uniquely vibrant and friendly environment. The Head of Development is responsible for cultivating and stewarding income from a variety of sources and the role is an excellent opportunity for someone looking to broaden their fundraising expertise. We are looking for applicants with expertise in one or two areas of fundraising, and an enthusiasm to develop their skills set in the others.

- We are looking for a fundraiser with bags of initiative, a collaborative working style and a passion for the performing arts. This is an excellent opportunity to play a significant role in the continued success of a thriving organisation.

You can find out more about us at artsed.co.uk and you are very welcome to come and visit prior to making an application.



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| Head of Development | |
| Department | Head of Development |
| Reports to: | Principal Director of Development |
| Responsible for: | Occasional development workers and/or shared marketing/development assistant |
| Working Pattern: | Full time |
| Hours: | 40 hours per week Monday to Friday inclusive. We operate flexible working hours between 8.00am and 6.00pm Regular out-of-office-hours working is required for Development and Marketing events, to meet with alumni and supporters and to represent the School at performances and events for which time off in lieu may be available, as such the post holder shall be expected to work the hours necessary to carry out the duties of the position. |
| Salary: | £45,000 to £50,000 per annum |
| Holiday: | 20 days p.a. Plus bank holidays and building closure days at Christmas and August Bank Holiday, which usually amount to about 10 additional days p.a. |

ArtsEd is committed to safeguarding and promoting the welfare of children and young people and expects all staff (permanent and visiting) and volunteers to share this commitment; all staff are required to undergo background checks in line with Keeping Children Safe in Education 2023 regulations and to hold an enhanced DBS.

Summary of the role:

The Head of Development is an instrumental member of a small, busy, and friendly team. Driving and managing all aspects of fundraising at ArtsEd, the key focus of the role is on managing and building relationships with individuals, deepening our relationships with existing Friends and major donors, and identifying and cultivating prospects.

Working closely with the Head of Marketing, the postholder will create and deliver an engaging programme of events to support this goal. The role also encompasses trusts and foundation partnerships and developing an effective alumni programme.

Our key income targets are for our bursary and scholarship funds, however the fundraising opportunities at ArtsEd are engaging and varied and already include small capital projects and outreach, with a major capital project in the pipeline.

The Head of Development reports directly to the Chief Operating Officer and works closely with Directors of the schools and the Head of DSSF the rest of the team to ensure that Marketing & Development strategies combine to best effect.

The post holder is also a key member of the Development and Marketing executive committee which reports to the Senior Leadership Board.

Key Responsibilities:

- Lead on all fund-raising activities, working closely with key ArtsEd staff and trustees to develop existing funding streams and create new ones.
- Achieve or exceed agreed annual income targets, set in collaboration with the Principal and Director of Development
- Developed strong working relationships with colleagues right across ArtsEd, expanding their understanding of how they can support the development strategy.
- Collaborate with relevant staff members on the bursary and scholarship programmes.
- Conduct a review of our trusts and foundation income, recommending and beginning to implement an initial 2-year strategic vision that will feed into the institutions 2025-2030 plan.

Individual Giving

- Lead on stewardship of all major donors, including individuals, trust and foundations and corporates, ensuring all reporting requirements and deadlines are met
- Work closely with senior staff right across the organisation, including the Principal, to identify, research and develop prospect lists
- Develop and manage effective relationships with supporters: potential, existing or lapsed, and communicate to a high standard in person, by phone, e-mail, and letter
- Act as an ambassador for ArtsEd at all times, building effective supporter relationships at all levels.
- Create regular and timely reports on scholarship and bursary programme for all relevant stakeholders
- Oversee allocation of annual named bursaries and scholarships, ensuring that criteria are fulfilled.

ArtsEd Friends

Develop and deliver all aspects of the ArtsEd Friends programme, including: -

- Developing a sustainable recruitment strategy
- Planning & delivering cultivations/stewardship events
- Producing regular & timely communications, coordinating priority booking period and managing renewal process
- Identifying and nurturing potential major givers from the programme.

Events

- Plan an annual series of stewardship and cultivation events
- Lead on the delivery of these events, from developing guest lists and creating invitations, through co-ordinating student volunteers, sourcing catering, to providing speech notes and directing operations at the events themselves.

Trusts and Foundations

- Research, devise and implement an annual plan for approaching and Trusts and Foundations, writing applications and involving the Director of Development as appropriate
- Stewarding current supporters, producing reports for funders in a timely manner, collating necessary data and sourcing input from relevant staff and students.

Alumni

- Devise and implement an alumni relations strategy
- Lead on the development and delivery of an alumni engagement programme including:-

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| <ul style="list-style-type: none"> • Creating regular updates encouraging alumni to engage with ArtsEd and with each other and the revival of Alumni Ambassadors programme • Initiating and managing visits and events and overseeing events organised by alumni and hosted at ArtsEd <p><u>Database</u></p> <ul style="list-style-type: none"> • Lead on the best practice use of eTapestry, ensuring that accurate and up to date records of all supporters, communications and activities are kept. • Ensure that all data capture and usage within the Development & Marketing team is GDPR compliant, liaising with external companies as necessary <p><u>Finance</u></p> <ul style="list-style-type: none"> • Manage the Development budget, including tracking income across the year and preparing regular reports. • Liaise regularly with Finance team to ensure that fundraising income is allocated appropriately |
| <p>Secondary Duties</p> <ul style="list-style-type: none"> • Identify areas of activity appropriate for funding and develop initiatives. • Attend and minute subcommittee meetings as required. • Keep Support Us pages of website up to date and engaging. Support marketing team in the creating content for digital and print requirements. • Carry out any other duties reasonably requested. |

Person Specification

| Experience | | Assessment Method |
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| <ul style="list-style-type: none"> • At least three years of fundraising experience | Essential | Application |
| <ul style="list-style-type: none"> • Experience of developing and implementing strategies to engage supporters and prospects | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Experience of securing and maintaining regular income from these sources | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Experience of planning and managing cultivation and stewardship events | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Experience of utilising a fundraising database to best effect | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Experience of managing and driving patrons and/or membership schemes. | Desirable | Application & Interview |
| <ul style="list-style-type: none"> • Experience of trust and foundation bid-writing | Desirable | Application & Interview |
| <ul style="list-style-type: none"> • Experience of alumni engagement programmes | Desirable | Application & Interview |
| <ul style="list-style-type: none"> • Strong working knowledge of Microsoft Office | Desirable | Application |
| Skills and abilities | | |
| <ul style="list-style-type: none"> • Outstanding interpersonal skills, quick to build effective and enjoyable working relationships with a wide range of people | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Confident and fluent writing style and the ability to communicate effectively in a range of media to a broad range of audiences. | Essential | Application, Interview |

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| <ul style="list-style-type: none"> • Proven ability to work confidently under own initiative and to proactively manage own workload | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Excellent project planning and management skills, with an avid attention to detail | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Demonstrable interest in the performing arts | Essential | Application & Interview |
| <ul style="list-style-type: none"> • A positive, flexible, and responsive attitude to work. | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Well organised, efficient, and proactive with an ability to generate solutions to problems. | Essential | Application & Interview |
| <ul style="list-style-type: none"> • Collaborative working style with a willingness to support others in a small team | Essential | Application & Interview |