

January 2022

Thank you for your interest in the post of Senior Development Manager - Individuals or Trusts.

This pack includes information on Theatre Royal Stratford East, the job description, person specification and details on how to apply. Please read all the information carefully before starting your application. Only relevant information will be considered when shortlisting applicants for interview. You may find it helpful to look at the Stratford East website www.stratfordeast.com for general information on the theatre's policies, current programme and past history.

We would like all applicants to know that if they need additional support during the recruitment process we are happy to make reasonable adjustments.

Supporting statements can be submitted in written, video or audio format, please see the application form for more details.

To apply for the post, please:

- Complete an application form. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Complete the equal opportunities monitoring form via this link: [Applicant Monitoring Form](#) (optional)
- Enter your details on our online submission form:
- <https://hr.breathehr.com/v/senior-development-manager-20575> and upload the application form.
- When submitting your application form via our website, please ensure your full name is part of the file name of the document you upload.
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **noon, Monday 7 February 2022. Applications received after noon on the deadline date will not be accepted.**

It is intended that initial interviews will take place on **Tuesday 15 February 2022** and second round interviews on **Monday 21 February 2022.**

We may ask you to carry out a task as part of the interview process. We give as much notice as possible ahead of a task. We are happy to make reasonable

adjustments for applicants, if needed, to complete the task.

We look forward to receiving your application and thank you for your interest in Theatre Royal Stratford East.

Theatre Royal Stratford East

Stratford East makes theatre both for, and inspired by, our community in Newham, East London. We continue the political and revolutionary ethos of our founder Joan Littlewood as a leading London theatre and civic hub for East London. We are driven by our art, inclusive and bold.

We tell stories that provoke discourse about the world we live in and our place within it.

Stratford East is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. 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 and representative of London.

From 1953 – 1979 the theatre was the home of Joan Littlewood's legendary Theatre Workshop Company. The Company received international recognition with their acclaimed productions such as *Oh, What a Lovely War!* and *A Taste of Honey*. Many leading actors, writers and directors have been part of the Theatre Royal

Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo.

Under Nadia Fall's Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work. Nadia's first season included a revival of *Equus*, which received seven 5 star reviews and a West End transfer, Sir Lenny Henry starred in a critically acclaimed and powerful rendition of August Wilson's *King Hedley II*, and we engaged over 300 young people in a large scale production of Benjamin Britten's *Noyes Fludde* in collaboration with English National Opera.

Alongside our work on stage, we run a Learning and Participation offer that is accessible and inclusive to all, with the aim to develop creative talent for people of every age. We run a range of programmes to create a lasting impact for our local community which aims to:

- provide routes into the industry, across all theatre departments, with a particular focus on diversifying those coming into the workplace, ensuring the theatre workplace of the future is a diverse and skilled one; and
- provide opportunities to people of all ages to develop their creative talents and engage with the work of the theatre, ensuring that there is a creative outlet to the widest possible constituency.

Our Mission

- We produce work of the highest artistic quality that is:
 - Popular: Theatre of the highest quality that seeks to move and entertain everyone
 - Political: Work that provokes discourse about the world we live in and our place within it
 - Inclusive: Stories that are representative of our East London home and speaks to a wider London audience and which strive for an expansive and imaginative portrayal of its diverse communities
- We ensure diversity and inclusion is central to everything we do
- We are investing in our Grade 2 listed building
- We work to be environmentally sustainable
- We nurture and develop our staff
- We create and champion opportunities for a diverse range of artists
- We develop an emerging generation of talent
- We present a year-round participation programme for people of all ages
- We engage with local partners and people in Newham and the East London area

Governance and Finances

Theatre Royal Stratford East is a registered charity (Charity Name: Pioneer Theatres Ltd) and a company limited by guarantee. Stratford East Trading Limited is a subsidiary of the charity and operates the bar and catering provision. We are overseen by a non-executive Board of Directors chaired by Dame Margaret Hodge MP. The Board delegate day-to-day management of the

theatre to its Executive Team: Nadia Fall (Artistic Director and CEO) and Eleanor Lang (Executive Director).

We have an annual turnover of approximately £3.5m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Newham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.

COVID-19

Covid-19 has had a devastating affect on the entire theatre industry, and we have been fortunate during this time to receive Culture Recovery Fund support. We reopened in June 2021, in a socially-distanced way, with full opening from September 2021, with Conor McPhearson's Shining City and are working on developing a business plan for 2022-26 which reflects the adaption we have had to make due to the pandemic, and its legacy.

Safeguarding and Safer Recruitment Practises

Stratford East is committed to safeguarding and embeds safeguarding in all of its working practices.

As part of our recruitment process, we ask applicants to agree to undertake a DBS check and complete a self-disclosure form, if applicable to the role.

Applicants will need to complete a self-disclosure form if invited to an interview. The completed form should be brought to the interview in a sealed envelope, marked 'confidential'. The envelope will only be opened, and the contents reviewed, as part of our referencing process, if the candidate is successful. All unopened disclosure forms will be shredded.

References are only sought for successful candidates, when referees are approached, we will ask them to assess the candidate's suitability for the role if it involves working with children, young people, and vulnerable adults.

JOB DESCRIPTION

Job title: Senior Development Manager -
Individuals or Trusts

Reporting to: Development Director

Working with: Executive Director, Artistic Director,
Senior Development Manager –
Corporates, Development Assistant,
Development Board

About the Role

This position will take a lead on securing Stratford East's income activity from Individuals and Trusts and Foundations, working alongside the Development Director.

You will be responsible for developing and maintaining excellent relationships with new and current donors across both income streams, although leading on one area. You will have the opportunity to work on the development of a new and ambitious fundraising strategy, that seeks to achieve ambitious income growth through Individual and Trust fundraising.

You will research, secure, and develop high value relationships and memberships as well as events and campaigns.

You will contribute to strategy, creative thinking and play a leading role in reaching the team's ambitious target.

The artistic direction, as well as the changing landscape of Stratford, offers huge opportunity for the Development team to grow its income and we have ambitious targets and exciting long-term goals.

Key Responsibilities:

Individual giving

- Lead on developing and delivering the Individual giving scheme, along with the support of the Development Assistant
- Manage the Development Assistant to successfully steward Individual donors, through regular

communication as well as delivery and tracking benefits

- With the Development Director, lead on identifying and obtaining new donors, coordinating effective prospect research and initiating approaches
- Lead on identifying opportunities to cultivate donors individually and making recommendations about which member of the team should lead cultivation and the most effective format for engagement
- Produce and deliver high quality, creative and persuasive asks for support to Individuals, always ensuring a tailored approach
- Work with the Development Director to network, identify, cultivate and steward the current portfolio of donors and prospects
- Work with the Marketing Team to use audience and fundraising data to inform a strategic approach to widening the donor base and increasing giving
- Work with the Development Assistant to ensure an effective supporter and prospect management system, which manages the donor journey and shares information efficiently on Stratford East's CRM system Spektrix
- Lead on maximising income from the Gift Aid scheme

Trusts and Foundations

- With the Development Director, lead on engaging, establishing and building relationships with new Trust and Foundation prospects, ensuring applications for funding are tailored, deliverable and accurate, addressing grant-making priorities or requirements as specified by funders

- Expertly steward existing Trust and Foundation support, with a view to encouraging renewals and upgrades
- Work closely with all departments to identify opportunities for funding
- Write regular up to date reports to meet requirements of funders
- Support the Development Director on future Capital campaigns
- Support the Development Director on requirements around public and council funding bids
- Supervise and manage the Development Assistant on supporting small Trust and Foundation applications

Events

- Manage Development stewardship and cultivation events including press nights, members evenings and fundraisers alongside the Senior Development Manager – Corporates and working with the Development Assistant

Fundraising strategy

- Work closely with the Development Director in shaping the strategic plan for the next 3 years to increase annual revenue and annually deliver income against agreed targets
- Collaborate with the Development Director and the Senior Development Manager – Corporates in building and developing a solid pipeline to grow with the aspirations of the organisation

- Support the Development Director in managing the Development budget including monitoring expenditure
- Attend industry events and actively network within the different sectors
- Support the Development Director with Trustee and Development Board engagement, coordinating senior volunteer support for funding applications as appropriate
- Deputise for the Development Director when required

Management

- Continue to support the Development Assistant with work on Individuals and Trusts and Foundations

General

- To maximise income and minimize expenditure wherever possible, without jeopardising the quality of the work or the reputation of TRSE
- To work with the Agent for Change on all elements our work
- 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:

	Essential	Desirable
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Experience		
An experienced, pro-active and creative development professional with an impressive track record in fundraising	X	
Experience of managing high-level, regular giving schemes	X	
Demonstrable success in meeting ambitious income targets	X	
Proven success in maintaining an outstanding level of donor stewardship	X	
Experience in working in the performing arts or other arts/cultural organisation		X
Well networked within the individual and trust sectors		X
Experience in organising events		X
Skills		
Excellent communication and presentation skills: confident, articulate and enthusiastic	X	
Exceptional interpersonal and relationship building skills with the ability to adapt confidently at all levels: diplomatic, persuasive and credible	X	
Confident negotiation, influencing and networking skills	X	
Excellent organisational and project management skills, with the ability to manage a busy	X	

workload and deliver to deadlines		
High degree of computer literacy - knowledge of Windows-based applications, and an ability to use Word, Excel, Outlook, and Internet applications with experience in using a relationship database, preferably Spektrix	X	
Knowledge		
A strong and knowledgeable understanding of Trusts and Foundations	X	
Knowledge of trends, techniques and best practice in a range of fundraising income sectors	X	
Understanding of compliance, GDPR and legal and contractual requirements associated within fundraising	X	
Aware of social, political and economical issues in East London and be able to identify the opportunities and challenges these may present		X
Personal attributes		
Highly motivated and target orientated with the ability to thrive under pressure	X	

Entrepreneurial spirit with an ambitious and motivated mind-set	X	
Resourceful attitude to problem solving	X	
Collaborative approach with the ability to work effectively as part of a team	X	
An interest and commitment to the work of Theatre Royal Stratford East	X	

INFORMATION

Contract type:	Full time and permanent
Salary:	£35,000
Hours of Work:	40 hours per week. Usual office hours are Monday to Friday 10am to 6pm, with occasional evening/weekend work required for which an informal TOIL system is in operation.
Holidays:	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.
Probation:	6 months
Notice Period:	2 months (after probation)
Pension:	Up to 5% matched pension contribution after qualifying period

Other Benefits: 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.)

TRSE is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from disabled people and people of all ethnicities.

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