



FUNDRAISING MANAGER: CONTEXT AND PERSON SPECIFICATION

JOB TITLE: Fundraising Manager

REPORTS TO: Marketing and Communications
Director

HOURS: Permanent, full time, 40 hours per week

SALARY RANGE: 25k–30k (depending on relevant experience)

BASE: Theatre Royal Winchester

LOCATIONS: Winchester City Centre & District

JOB CONTEXT:

The Live Winchester Theatre Trust incorporates Theatre Royal Winchester and Hat Fair, the UK's longest continually running annual Outdoor Arts festival. Activity includes a diverse year round multi art form professional programme, a vibrant community performance programme, 'Young Theatre Royal' and community outreach projects. It also includes Hat Fair's summer festival, associated winter festival - Woolly Hat Fair, and year round engagement projects. The organisation is in an exciting time of development, including undergoing a re-branding process to create a clearer identity and voice to its audiences.

JOB PURPOSE:

In this newly created position, the Fundraising Manager will play an important role within the Marketing and Communications team to support the delivery and development of its new fundraising strategy and its implementation across the organisation, with the intention of increasing our fundraised income.

KNOWLEDGE/EXPERIENCE/SKILLS NEEDED:

Essential

- At least 3 years experience of charitable fundraising
- Experience of cultivating fruitful relationships with trust, foundations, corporates and HNWI.
- Experience of working with membership schemes
- Knowledge and experience of Trusts and Foundations funding, timescales and reporting requirements
- Knowledge of the new GDPR and how it impacts fundraising
- Experience of project communications and advocacy eg collating data and testimony to create content for print and digital comms
- High level of accuracy and attention to detail
- Experience and knowledge of data management and systems development
- Ability to communicate effectively with people at all levels and from different backgrounds
- First-rate copywriting and written communication skills
- Ability to prioritise under pressure
- IT literate, with experience of Word, Excel, Access and web based databases
- Ability to self-motivate

Desirable

- Experience within an arts or cultural environment
- Experience of working with ticketing systems, ideally Spektrix, or relational CRM databases
- Event management experience
- Full driving licence
- A knowledge of Winchester and the surrounding area

PERSONAL QUALITIES

- Passion for the arts
- Excellent interpersonal skills and an enthusiasm for communicating with people face to face and on the telephone
- Discrete and diplomatic with a high level of enthusiasm
- Strong persuasive skills and the confidence to sell ideas to others
- Prepared to work flexible hours, including evenings and weekends



FUNDRAISING MANAGER: JOB DESCRIPTION

PRINCIPAL RESPONSIBILITIES

Corporates

- Maintain corporate sponsorship relationships ensuring timely communications e.g. renewal invoices, contracts
- Ensure that the organisation carries out its obligations to and recognition of its sponsors
- Identify potential new sponsors and partners, maintain pipeline of prospects and work with colleagues to approach them, supporting the development of materials to advocate for sponsorship

Trusts and Foundations

- Research Trusts and Foundations to identify those whose purpose and priorities best match our intentions and find out key information to enable an application
- Work closely with other staff to develop and submit applications
- Maintain communications with Trusts and Foundations with whom we develop a working relationship
- Keep records of successful grants and collate any requested evaluation/reports

Individuals

- Deliver effective stewardship of individual donors by ensuring all donors are acknowledged, thanked and regular contact is maintained.
- Utilise our Box Office system to prospect for HNWI. Once identified execute a rolling process of cultivation, asking and stewardship.
- Develop, promote and facilitate campaigns for individual giving
- Provide reports for major donors when required
- Co-ordinate bucket collections at events including Hat Fair / Woolly Hat Fair and our pantomime
- Ensure donors' gift aid declarations are collected and recorded

Friends

- Administrate the Friends memberships scheme
- Source additional benefits for Friends memberships e.g. local discounts
- Ensure timely communications are sent to all Friends, including newsletters and ticket deals
- Develop and implement ways to grow the Friends membership

Events

- Send invitations for Development events and manage guest lists
- Organise event logistics and act as the first point of contact for Development events

Other

- Maintain the Development database and pipeline, ensuring all fundraising activity is documented accurately.
- Ensure all data collected is recorded ethically and accurately in compliance with GDPR and all other statutory requirements.
- Support the creation of fundraising materials including leaflets, posters, donation boxes etc and reports on fundraising activity and assist with promotion to stakeholders and investors

General

- Champion the organisation's values and adhere to organisational policies and procedures
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work at evenings, weekends and bank holidays when necessary
- Keep up to date with national arts and charitable fundraising trends and best practice
- Undertake any other duties reasonably requested

In addition to a commitment to the values, aims and objectives of the Live Theatre Winchester Trust, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Live Theatre Winchester Trust is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.