****

**Development Manager**

Thank you for your interest in the Development Manager post at Watford Palace Theatre.

Please find a job description and some background information enclosed.

**How to Apply:**

Please complete a Watford Palace Theatre application form and send it to:

Samantha Ford - Administrator - PA to the Executive Team

Watford Palace Theatre, 20 Clarendon Road, Watford, WD17 1JZ

**email: admin@watfordpalacetheatre.co.uk**

Deadline for applications is midday on Thursday 3 December 2015

It is anticipated that interviews will be held on the following dates:

First Interviews: Wednesday 9 December 2015

Second Interviews: w/c 14th December 2015

If you require further information or would like to discuss the post in more detail, please call Dan Baxter, Communications Director, on 01923 810302.

We look forward to receiving your application and thank you for your interest in Watford Palace Theatre.

**Background information**

Watford Palace Theatre is a 21st Century producing theatre which works across the art forms of theatre, dance, outdoor arts and digital.

|  |
| --- |
| We have a range of Creative Associates including two resident companies, Rifco Arts and  Tiata Fahodzi. |

Watford Palace is a beautiful Edwardian 600-seat Theatre. It receives revenue funding from Arts Council England East and Watford Borough Council, with whom it has a successful working partnership including, Imagine Watford, a regular festival of outdoor Arts in the town centre. It produces high quality theatre productions and co-productions with an emphasis on new work and cultural diversity. Each season of work consists of a combination of in-house productions and co-productions, visiting productions and a range of one-off presentations to attract the widest possible audiences. Seasons also include a range of films and ‘live’ and ‘as live’ broadcasts from the Royal National Theatre, the Royal Opera House and the Barbican. The Theatre is at the heart of Watford’s community and offers a variety of participatory activities including Youth Theatre, a schools tour and workshops for young people and adults, as well as playing a leadership role in the cultural life of the town.

The Palace Theatre is easily commutable from London.  It is a short walk from Watford Junction station, with a regular fast train service to London Euston (average journey time 17 minutes) including after-show trains. There is also a local service which serves North West London including Queen’s Park, Kilburn and South Hampstead.



WATFORD PALACE THEATRE

**JOB DESCRIPTION**

# Post: Development Manager

**Reporting to: Executive Team**

**Line Manager : Communications Director**

**(The Executive Team consists of the Artistic Director/Chief Executive, The Executive Producer and the Communications Director.)**

## Main purpose and scope of the Post:

The Development Manager is responsible for the research, development and delivery of an integrated Company-wide development strategy with the attendant annual operational and stewardship plans. This area is a key focus of the Theatre’s 2015 – 2018 Business Plan and the post holder will assist with all Development activity contributions to the Business Plan

The focus of the Development Manager’s work is to grow income to improve the sustainability of the organisation by pro-actively securing funds across three key areas of Trusts and Foundations, Corporate Sponsorship and Individual Giving.

The post holder will work closely with the Development Board and Senior Managers to identify fundraising priorities and prospects, prepare proposals and cultivation plans, and create and implement effective stewardship plans. The post holder will Build relationships with key stakeholders and, drawing on the expertise of colleagues across the organisation, will be crucial for the development of strong, compelling proposals for support across all income sectors..

The Development Board is comprised of a group of influential supporters, who assist Watford Palace Theatre’s fundraising efforts and contribute to developing audiences, artists and communities through exciting opportunities to participate, locally, nationally and internationally.  The Board holds informal meetings at least 6 times a year and supports the Executive team and Development Manager in building and maintaining connections with individuals, businesses and trusts that may be interested in supporting Watford Palace Theatre’s activities.

## Principal Responsibilities:

The post holder will:

**1. Trusts and Foundations**

* Deliver an agreed level of income from Trusts and Foundations each financial year.
* Work closely with the Communications Director, Executive Producer and Head of Participation to identify fundraising requirements and research and identify grant opportunities in a timely manner to meet these requirements
* Prepare written applications to Trusts and Foundations, tracking responses and ensuring appropriate follow-up work is actioned
* Arrange for the members of the Development Board, Artistic Director and Communications Director to meet with and cultivate contacts within grant giving Trusts and Foundations.
* Research, gather intelligence and produce briefings to keep the Communications Director and Executive team appraised of the work and objectives of key Trusts and Foundations in order to prioritise targets.

**2. Corporate Sponsorship**

* Deliver an agreed level of income from Corporate Sponsorship each financial year.
* Develop structured sponsorship packages (both for cash sponsorship and in-kind sponsorship where this will reduce the Theatre’s costs) for varying sizes of local and national businesses.
* Compile and maintain up to date records of identified corporate relationship opportunities and track and follow-up approaches.
* Oversee the delivery of the benefits the Theatre undertakes to provide to sponsors, liaising with colleagues across the organisation as required.
* Arrange for the members of the Development Board, Artistic Director and Communications Director to meet with and cultivate contacts within identified businesses.
* Review, Develop, organise and manage corporate cultivation events, liaising with colleagues across the Theatre to ensure the smooth delivery of events.

**3. Individual Giving**

* Deliver an agreed level of income from Individual Giving each financial year
* Deliver an agreed increase (such increase to be agreed between the Development Manager, the Executive Team and the Development Board) to the donor pool.
* Work closely with the Sales & Membership Manager to deliver set targets for additional customer donations when booking via Box Office (round up and online donations etc).
* Review and deliver the Theatre’s Friends and Donors Membership scheme and create a structured relationship ladder of giving for friends and donors and ensuring the delivery of all agreed benefits. The Development Manager will seek the renewal and increasing commitment of existing donors up the ladder of giving.
* Identify potential individual giving donors and maintain up to date records to ensure ongoing engagement with the Theatre.
* Review and oversee the delivery of all benefits the Theatre undertakes to provide to donors and friends, liaising with colleagues across the organisation as required.
* Arrange for the members of the Development Board, the Artistic Director and Communications Director to meet with key identified high worth individuals where appropriate.
* Review, develop and organise and manage individual giving cultivation events making arrangements with colleagues to ensure the smooth delivery of events

**4. Administration**

* Manage the Development budget, including raising invoice requests for payments due from corporate sponsors
* Ensure that all funding agreements are fully and effectively delivered
* As required, write project reports and evaluations
* Develop appropriate and fit-for-purpose systems to ensure accurate and up to date records are kept at all times and that this information is used to inform priorities and decision-making.
* Ensure all grants/donations/sponsorships are correctly recorded and processed, and that all Charity Commission requirements are complied with
* Work closely with colleagues to review, develop and manage all fundraising and cultivation events, including the development of appropriate invitation lists and intelligence briefings.
* Ensure that the post holder keeps up to date with HMRC regulations governing tax efficient charitable giving and Gift Aid. Have a basic knowledge of VAT issues and how they relate to philanthropic giving and sponsorship and an understanding of the Government’s Legacy 10 initiative to encourage legacy giving.

**5. General**

* Identify and represent the Theatre within appropriate networks as and when appropriate (e.g. Chamber of Commerce)
* Play a major networking role for the Theatre, and make good use of the networking skills and contacts of colleagues, always seeking new opportunities for support
* Work closely with Theatre colleagues, enthusing and engaging them in fundraising and income-generating activities
* Support colleagues in other teams in the running of a range of special events, including hires of the building, press nights and participatory activities
* As required, attend diary meetings, communication team meetings, company meetings and cross-departmental initiatives
* Ensure that all Theatre policies are observed in every area of the team’s work
* Actively support and promote the Theatre’s commitment to diversity and equal opportunities in every area of the Theatre’s work
* Undertake other duties which are commensurate with fundraising at the Theatre as required by the Communications Director

*This job description is subject to review*

**PERSON SPECIFICATION**

*Essential*

* Exceptional communication skills, both written and spoken
* Working knowledge of charity fundraising
* Absolute attention to detail
* Ability to prioritise and work to strict deadlines
* Goal oriented
* A high standard of organisation and efficiency
* Experience of working with businesses
* Confident networking with a range of clients and potential funders
* Good teamworking skills
* Ability to engage and persuade people from all different backgrounds
* Ability to self-start
* A genuine enthusiasm for theatre
* Computer literacy

*Desirable*

* An up-to-date understanding of current issues and trends in fundraising
* Experience of applying to Trusts and Foundations
* A basic understanding of financial budgets and annual accounting.

**TERMS OF EMPLOYMENT**

**Salary:** £28,000

**Period of contract:** Permanent, including a six-month probationary period

**Hours:** 10am until 6pm Monday - Friday

Some evening and Saturday work will be required, an informal   
Time Off In Lieu system operates.

**Holiday:** 28 days per annum, 8 of which are on UK Public Holidays

**Notice Period:** 2 months

**Miscellaneous**

• **Tickets:** staff are entitled to complimentary tickets for many productions taking place at Watford Palace Theatre, including all Watford Palace Theatre produced shows.