

## JOB DESCRIPTION

# Director of Development

## ABOUT ROSE THEATRE

We create world-class theatre on your doorstep. The Rose is one of the largest producing theatres in London and has established itself since its 2008 opening as one of the most exciting venues in the UK. Our artistic programme is at our core. Creating a combination of in-house productions and co-productions each season, we produce work that reflects the highest standards of artistic excellence here in the heart of Kingston and throughout the UK as part of our touring partnerships. We are home to one of the largest youth theatres in the country, offering over 1,200 participants training, careers advice and the opportunity to take part in productions alongside professionals.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from its own productions and co-productions. Following a redevelopment project supported by charitable donations, our 750-seat auditorium has a refreshed ground area with new seating. Our extraordinary community arts venue also boasts a state-of-the-art studio theatre, numerous public spaces including the Rose Bar & Café and a large Gallery space that is currently undergoing refurbishment.

<b>Job title:</b>	Director of Development
<b>Responsible to:</b>	Chief Executive
<b>Salary:</b>	Negotiable dependent on experience, but no less than £60,000
<b>Location:</b>	Kingston. Flexible working is available.
<b>Hours:</b>	Full time, permanent
<b>Holiday:</b>	28 days pa plus Bank Holidays
<b>Notice period:</b>	Three months after a probationary period of three months
<b>Benefits:</b>	Complimentary show tickets 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan

**Chief Executive**  
Robert O'Dowd

**Advisory Associate Director**  
Sir Trevor Nunn

**Artistic Director**  
Christopher Haydon

**Rose Associate Artists**  
Jane Asher, Niamh Cusack, Melly Still & Lucian Msamati

 @RoseTheatreKingston

 @RoseTheatre

 facebook.com/rosetheatrekingston

## **BACKGROUND TO THE ROLE**

The Director of Development will be a key member of the Executive team at the Rose, responsible for the strategic development and operation of the Development function.

As a charity, with no current statutory public funding, the Rose relies upon the Development Department to secure revenue and capital funding for its many activities, projects and programmes.

## **MAIN OBJECTIVE**

The Director of Development is responsible for leading a team of three fundraisers to achieve an ambitious annual fundraising target of £400,000 growing year on year; alongside funding for ongoing priority projects and campaigns.

With an extensive network, dynamic focus and hands on approach, the Development Director will work closely with both the CEO, Artistic Director and Senior Management team to maximise our fundraising potential from individuals, trusts and foundations, public funding and any other sources identified.

Working as an ambassador for the Rose, the postholder will be an exceptional communicator and advocate, instigating and managing strategic relationships with a wide range of stakeholders, locally, nationally and internationally, including the charity's trustees and Development Committee.

Underpinning the energy and drive the post holder must ensure that fundraising policies and systems are utilised to maximum effect.

## **MAIN DUTIES**

### **Senior Management**

- 1 As a member of the leadership team, contribute to strategic direction of the Rose at Executive meetings.
- 2 Attend and participate in a range of Rose Committee meetings as required. Manage the Development Committee and any Events Committees. Attend Kingston Theatre Trust Board and Finance Committee.
- 3 Build cohesive relationships with fellow Executives and a thorough understanding and appreciation for all Rose activity and ambition.
- 4 Attend Rose events and appropriate external events, representing the Rose, building relationships with donors and delivering speeches where needed.
- 5 Provide thought leadership on fundraising both internally and externally.

### **Development Committee**

- 6 Act as the Secretariat for the meetings of the Rose Development Committee (set up meetings, agenda, minutes etc.) Develop strong relationships with members and ensure that they adhere to guidelines and identify potential Rose supporters from their own networks. Working with the Chair, ensure that the members remain engaged and actively fundraise.

### **Departmental Management**

- 7 Create, motivate, manage and professionally develop the fundraising department.
- 8 Develop the Rose's development strategy and lead the short, mid and long term planning process which translates this strategy into a detailed operating plan to grow both revenue and capital fundraising.
- 9 Work closely with the Senior Officers and the Finance Director on preparing annual budgets, targets and reviewing outcomes.

## **Fundraising Revenue & Capital**

### Major Donors & VIPS (with Support of Development Assistant>

- 10 Oversee all major donors and VIPs (Stakeholders), in particular our single source of regular income, the Rose Circle.
- 11 Ensure the retention and growth of existing major donors through effective and creative stewardship and engagement plans; utilizing internal and external advocates and senior volunteers.
- 12 Create new innovative giving opportunities for donors, responding to the needs of the Rose on and off the stage (Productions, Artists Development Programme, Education, Events, on-going Capital work.)
- 13 Welcome VIPs and visitors to the Rose, ensuring that VIP visits are meticulously coordinated and organised.
- 14 Provide briefings to the Chairman, Trustees and Chief Executive, and senior colleagues on key visits and events.

### Individual Giving (Supporting the Development Manager, Individuals)

- 15 Working with the marketing department, oversee the annual Individual Giving programme (Under £10,000); ensuring the retention and growth of existing donors through an effective communications and fulfilment strategy.
- 16 Work with marketing department to ensure a coordinated approach to all customer journeys, interrogating the fundraising database to identify future mid and high-level donors from the membership.
- 17 Work with marketing department to communicate the impact of the Rose's work and engage new supporters through digital giving
- 18 Work closely with Front of House team to ensure a clear and joined up approach to upselling memberships, special offers and products.

Institutional Giving (Corporate Partnerships, Private and Public funding) (Managing and working with the Development Manager Institutional Giving)

- 19 Devise and implement the sales and fulfilment strategy for corporate partnerships and memberships, to ensure that the Rose offer remains competitive amongst National and Regional peers
- 20 Ensure that all current partnerships are retained and developed to ensure a long-term relationship with the Company
- 21 Oversee Trust and Foundation applications and reports, with a priority of multi-year gifts.
- 22 Supported by the Rose Senior Management team, define and create new potential fundable projects and propositions so that new Trust applications can continue to grow.
- 23 Alongside the CEO, to be responsible for all public funding received and to manage the relationships including ACE.

**General**

- 24 Ensure all necessary systems, policies and procedures are in place to enable fundraising to be carried out efficiently, effectively and ethically.
- 25 Ensure that Health & Safety policies, procedures and regulations are known, understood and complied with by yourself, your team and any contractors, suppliers and all others who work with the team
- 26 Undertake any other duty that may reasonably be allocated by the Chief Executive or other senior officer.

## PERSON SPECIFICATION

1. Exceptional interpersonal skills, with a first-class network, to build strong and lasting relationships with supporters, especially individuals;
2. Able to introduce new prospects to the Rose
3. Experienced in fundraising ideally in the Arts.
4. Proven successful track record of fundraising from multiple sources (major donors, legacy, trusts & foundations, corporate, international etc.)
5. Educated to degree level or equivalent.
6. Strong people management expertise; must have previously managed teams or department. Able to extract high performances from individuals and teams
7. Collaborative working style - persuasive, engaging, tactful and diplomatic in approach
8. Able to make decisions and be accountable for them
9. Comfortable and motivated by working to target, experience of working to targets in excess of £500,000 per annum
10. Highly commercial, with strong financial acumen. Entrepreneurial, able to identify new opportunities and introduce creative and innovative fundraising activities
11. Excellent communicator, both in word and conversation - a confident and engaging public speaker
12. Maintaining a consistent message with integrity and in line with the organisation's vision and values
13. Previous success in growing membership schemes year on year using creative and game changing strategies

*Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended in consultation with the post holder as the role develops and/or priorities and requirements change.*