

JOB DESCRIPTION

Post:	Head of Individual Giving Maternity cover from August/September 2019
Responsible To:	Director of Development
Responsible for:	Friends Administrator Memberships' Officer (Plus Dotted Line Management of Development Administrator)
Contract:	Fixed Term, Full Time
Salary:	£33,000 – £37,000 per annum, based on experience

Chichester Festival Theatre is one of the UK's flagship theatres, renowned for the exceptionally high standard of its productions as well as its work with the community and young people. It is home to one of the country's largest youth theatres with 800 members.

Chichester Festival Theatre is a Company limited by guarantee.

The Department

The Development Department is responsible for raising all voluntary income from individuals, trusts and corporate partnerships for Chichester Festival Theatre. We have a number of membership schemes, public facing campaigns and sponsorship opportunities for our prospective and existing donors to engage with. Over the next four years we aim to maintain and further develop our current voluntary income of £1.2m per year. The Head of Individual Giving will play a key role in achieving this goal.

HEAD OF INDIVIDUAL GIVING

JOB PURPOSE

Lead on the development and implementation of a strategic individual giving programme at CFT, designed to increase income in this area and to offer a diverse range in ways individuals can give to CFT. Individual Giving incorporates lower level one off donors, regular givers, Friend and Festival Player memberships up to £3,000 per donation, as well as oversight of the Name a Seat scheme and Legacy marketing. This will be achieved partially through the line management of three supporting staff: a Friends Administrator, a Memberships Officer for Festival Players and dotted line management of the Development Assistant.

Leading on the Individual Giving strategy at CFT will entail close working with the Marketing team to ensure campaigns are timely and well targeted in the context of the broader organisational digital strategy.

KEY RESPONSIBILITIES

Strategy

- In support with the Director of Development develop and implement the strategy to support the growth of Individual Giving income as part of the overall fundraising strategy

Individual Giving Fundraising Activity

- Define, communicate and implement the strategy of CFT's donations programme for all lower level gifts (from £1- £3,000) reporting to SMT and Board regularly as required
- Diversify the ways of giving to CFT through new channels, and enhancing these and current channels through ongoing analysis and fine tuning of processes
- Develop and be responsible for the delivery of fundraising campaigns aimed at individual giving level. Responsible for the acquisition and development of individual supporters ensuring seamless transition from initial recruitment through to on-going tailored communications and retention programmes
- Be responsible for developing an effective "integrated communications" programme for cash (one off) donors and regular givers, working closely with the marketing team, and be responsible for data segmentation and tailoring communications according to defined donor segments
- Develop and implement the legacy communications plan, maximising the benefits of CFT's affiliation with Remember a Charity through advanced communications planning and research
- Be aware of trends affecting the charity marketplace for donor recruitment activity and direct marketing in general, identifying changes, predicting future trends and implications, and making recommendations as necessary

Memberships oversight

- Increase income from Festival Players membership through high retention and recruitment rates, as achieved through excellent customer service, stewardship and well targeted recruitment campaigns, with principle support from the Memberships Officer
- Ensure effective delivery of all administration and benefits for Friends and Festival Players memberships programme, making cost and resource savings where possible and without compromising service quality

Budget management

- Responsible for setting annual income targets and re-forecasting throughout the year on all individual giving streams
- Support the Director of Development in the analysis of financial income figures across all individual giving programmes of activity
- Set, monitor and manage all operating costs for individual giving streams

Line management

- Manage and develop individuals directly responsible to you through the annual appraisal process and regular 121s. Be a positive role model, inspiring and facilitating personal and professional growth and progression

This list of responsibilities is not exhaustive and the employee will be required to perform duties outside of this as operationally required and at the discretion of the Director of Development.

The job will at times require unsociable working hours.

RESPONSIBILITIES AS A MANAGER

- Assess the needs of the Development Department in fulfilling its function and, with the Director of Development, to establish posts accordingly
- Recruit, select and appraise relevant staff within company guidelines and policies
- Provide information, advocacy, advice, support, guidance, instruction and training to ensure relevant staff maximise their potential and their input to the company
- Ensure that relevant staff have a clear understanding of the aims of Chichester Festival Theatre and of the standards expected of their work
- Liaise with other Managers to ensure the smooth running of Chichester Festival Theatre and the maximising of its potential
- Bring to the attention of the Director of Development opportunities which might be taken to increase the company's efficiency and effectiveness
- Follow company guidelines and procedures for determining, monitoring and accounting for departmental budgets
- As a line manager, to ensure the well-being, motivation, professional development and satisfactory conduct of staff
- Undertake the day to day management of Health and Safety procedures as set out in the Health and Safety Policy of Chichester Festival Theatre

RESPONSIBILITIES OF ALL STAFF MEMBERS

- Be aware of the work of the other departments in the achievement of CFT's aims
- Take an active part in communicating and co-operating with other staff and departments
- Follow guidelines, procedures and policies provided by the company in relation to financial management and personnel records
- Work in accordance with the Equal Opportunities policy of CFT
- Be aware of, and comply with, the rules and legislation pertaining to Health and Safety at work
- Take part in such working groups and committee as might from time to time be required for the fulfilment of departmental and/or company aims
- Maintain a clean and safe working environment at all times

HEAD OF INDIVIDUAL GIVING

PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Significant experience in Fundraising or Direct Marketing including proven experience in devising and implementing successful direct marketing campaigns to mass audiences, across both recruitment and development activity using current best practice
- Proven track-record in generating significant fundraising income
- Experience leading on public facing fundraising campaigns
- Experience of devising and implementing segmented mailings and targeted communications pieces
- Experience of managing creative, print and media agencies with practice in negotiating strong commercial agreements
- Experience of working within an environment of constant change often working to very tight deadlines and potentially changing priorities
- Some knowledge and understanding of membership schemes
- Knowledge of the arts sector and an appreciation for and understanding of theatre is highly desirable
- Line management experience
- Interest in and commitment to making theatre accessible to all community sectors, and to CFT's Equal Opportunities Policy

DESIRABLE CRITERIA

- Specific experience of Spektrix database

PERSONAL ATTRIBUTES

- A flexible, innovative and creative approach to work
- The ability to work using your own initiative but being able to seek guidance when necessary
- Excellent interpersonal skills including tact and diplomacy
- Ability to work collaboratively and to take responsibility when required
- Ability to prioritise and to show initiative
- Excellent communication skills both written and verbal. Versatile in approach – able to communicate effectively in both formal and informal situations
- Excellent punctuality and time management skills

FURTHER INFORMATION

This post is part of Chichester Festival Theatre's Development Department and is based at Chichester. Normal working hours are Monday to Friday, 10am-6pm, although some degree of flexibility will be required according to workload and will include occasional evening and weekend working. There will be some travel outside of Chichester, mainly to London.

Chichester Festival Theatre is committed to safeguarding and protecting the children and young people we work with. We ensure a range of policies and procedures are in place which promote safeguarding and safer practise across our organisation.

We believe diversity is about celebrating and valuing individuals. The Theatre has an equality of opportunity approach and aspires to give everyone the chance to achieve their potential.