



## **Development Director Maternity Cover**

### **About Sadler's Wells**

Sadler's Wells is a world-leader in contemporary dance, commissioning and producing more dance than any other theatre in the world. At Sadler's Wells, people from all walks of life and backgrounds come to experience dance in an enormous variety of forms and styles - from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. Over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world.

Dance has the ability to connect with people both intellectually and emotionally and Sadler's Wells' vision is for dance to reflect and shape contemporary culture. We want to make sure that dance continues to have something new to say but also that it continues to stimulate the way we think about the world around us. We have two ambitions over the next ten years: we want to rethink the way people create dance and we want to increase people's appetite for dance.

Sadler's Wells Theatre has been located in Islington since the 17<sup>th</sup> century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsals studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' staff.

Our second theatre building and West End home, the Peacock Theatre (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

### **Future Plans**

Plans are underway for the development of a fourth venue in the Queen Elizabeth Olympic Park, as part of the project known as 'Olympicopolis'. Sadler's Wells will occupy the Stratford Waterfront site, sitting opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum.

The site will form part of a new culture and education quarter, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London. Sadler's Wells' new space will house a 500-seat mid-scale theatre, as well as facilities for a Choreographic School and a Hip Hop Academy. A major fundraising campaign is being developed in order to realise both capital and revenue requirements and open the new theatre in 2021.

## **Fundraising at Sadler's Wells**

The Development Department currently raises approximately £1.6 million a year in revenue funding from the private sector in support of existing activity. We aim to build our current resource and expand fundraising activity, not only to improve on this annual contribution, but also to achieve our £5 million target for fundraising for the new five-year strategic plan.

With support and strategic vision from Chief Executive & Artistic Director, Alistair Spalding, coupled with the keen involvement of the Chairman and Trustees of the Sadler's Wells board, Sadler's Wells is entering the next phase of a longer term fundraising strategy.

The Development Department is part of the External Affairs group which also includes Marketing & Sales and Press & Communications. The department works closely across all departments but especially Programming, Creative Learning, Ticket Office, Front of House and Catering and Events to achieve its income targets.

## **The Role**

Reporting to the Director of External Affairs, the Development Director is a member of the senior management team and is responsible for developing and leading the strategy for all revenue and capital fundraising activities.

The Development Director focuses on engaging individuals, corporates and trusts and foundations to achieve both revenue and capital targets. Whilst a key focus is on individual giving through our existing patrons groups and major donors, the role also develop longer term programmes through major gifts and capital projects.

## **Department staff (\*direct reports)**

- Manager, Individual Giving\*
  - Development Officer, Members & Patrons
  - Development Co-ordinator, Individual Giving
  - Development Assistant, Members & Patrons
- Manager, Trusts & Foundations\*
  - Development Co-ordinator, Trusts & Foundations
- Manager, Corporate Partnerships\*
  - Development Co-ordinator, Corporate Partnerships & Events

## **Key responsibilities**

### **Strategic development and delivery**

- Working closely with the Director of External Affairs, refine and implement the new development strategy in support of the five year strategic plan, based on sound research and insight and incorporating income from individuals, corporates and trusts and foundations
- Develop and deliver a 5-year growth plan for major gifts and patrons
- Deliver the refreshed corporate partnerships programme which exploits the full power of the Sadler's Wells brand; casts corporate partnerships over multiple years; and taps into corporate social responsibility programmes in support of our community engagement work
- Devise, co-ordinate and deliver all fundraising activities on behalf of Sadler's Wells in order to meet the organisation's agreed fundraising targets: 2016/17 revenue target is: £1.585 million. Fundraising targets in support of the five year plan are to be determined in 2016 and are expected to be in the region of £5 million over the period 2017-2022
- Support the Director of External Affairs on strategy and annual events for the American Friends of Sadler's Wells
- As a senior manager, make a positive contribution at a senior level to the ongoing success of Sadler's Wells

### **Leadership and management**

- Lead, manage and support the Development team to achieve a team to achieve annual objectives, making sure that all activity plans are in line with wider organisational objectives and enhance and support the Sadler's Wells brand and values
- Develop, motivate and lead a confident and professional team, offering guidance and support to achieve objectives and ensure the highest standards of donor relations and stewardship
- Set and monitor performance and standards of the team, empowering staff to achieve their goals. Set income targets, tracking financial performance and ensuring staff are supported in the delivery of their objectives
- Assess and promote the training needs of staff and handle grievance and disciplinary matters in accordance with Sadler's Wells' policies and practices

## **Donor development**

- Initiate and develop long-term donor and sponsor relationships to secure major gifts and partnerships that support business objectives and build up unrestricted donations
- Personally lead on specific approaches to major donors and sponsors, engaging the Chairman, Chief Executive/Artistic Director, Director of External Affairs and Trustees wherever necessary
- Collaborate with Directors and other colleagues to develop identifiable programme areas that will attract mid/long-term funding through major gifts and partnerships
- Gain a thorough knowledge of fundraising projects to include programmes of work, timescales and costs
- Work closely with Board members, Directors and other colleagues in the planning of individual donor solicitation plans, ensuring that their contacts and expertise are used to maximum effect
- Produce written proposals and make verbal presentations, tailored specifically to meet a donor's personal interests or a sponsor's business objectives. Ensure that appropriate briefings are produced if approaches are made by other personnel.
- Establish an effective communication and retention framework for individual donors at all levels of contribution to maximise sustainability of income
- Collaborate with Board members, Directors and other colleagues to devise and manage an effective cultivation programme for retaining existing supporters and engaging new prospects: this will include at least 10 cultivation nights per year, major donor dinners, studio rehearsal events, insight evenings as well as special gala fundraising events on an ad hoc basis
- Expand the pool of potential prospects and donors within a continuous programme of support engagement

## **Efficiency and effectiveness**

- Ensure that Sadler's Wells meets all contractual obligations with sponsors; that individual donors receive appropriate recognition for their support; and that the terms of grants from trusts and foundations are observed. Ensure appropriate communication of reporting requirements are relayed to other relevant teams as necessary.
- Working collaboratively across other departments, particularly the Programming, Marketing, Press, Creative Learning departments and Catering and Events, ensure that events and communications with existing and potential major donors are of the highest standard in order to maximise fundraising opportunities and protect and enhance the reputation and integrity of Sadler's Wells

- Produce management information on all gifts and pledges secured
- Contribute to the annual budgeting process, providing regular reports of progress against objectives
- Ensure all internal and external enquiries on fundraising and development receive timely and appropriate responses
- Ensure that information on past and present donors and prospects is updated and maintained on the department's database in compliance with data protection legislation, to provide a complete and accurate record of the history of supporters' relationship with Sadler's Wells
- Ensure all managed activity is in line with Sadler's Wells guidelines and practice and conforms to industry standards and legal requirements
- Use and manage the Development team's use of the Tessitura database as a reporting and prospect management tool

## **Financial Management**

- Agree, monitor and deliver annual income targets and expenditure budgets in consultation with the Director of External Affairs
- Ensure that all income is handled as tax effectively as possible
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility

## **Other Responsibilities**

- Attend meetings of any committees or organisations set up to support Sadler's Wells' fundraising, and of Sadler's Wells' governing bodies as required
- Attend regular evening and occasional week-end events which form part of Sadler's Wells fundraising and cultivation efforts
- Carry out all necessary administrative work generated by the above activities
- Attend staff meetings, training sessions and other events, which may take place outside normal working hours
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

- To undertake other duties as may be reasonably required

*THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*

## **Person Specification**

The successful applicant will demonstrate the following skills, experience, and personal qualities:

## **Essential Requirements**

- Substantial fundraising experience and a proven track record of high achievement and successful leadership in fundraising, preferably within the cultural sector
- Demonstrable and proven track record of devising, implementing and delivering effective fundraising strategies
- Proven track record of initiating and securing major gifts
- Experience in effective line management of staff and the ability to motivate, lead and nurture people; experience of appraising and recruiting
- Experience of building and maintain strong working relationships with high-level donors, trustees and senior corporate representatives
- Experience in managing expenditure and income budgets and in communicating and presenting financial information
- Systematic approach to fundraising with excellent attention to detail
- Outstanding and proven organisational ability
- Budget management skills
- Excellent writing skills, including experience of writing copy
- IT literate with knowledge of CRM databases
- Knowledgeable and enthusiastic about the performing arts

## **Essential attributes**

- A strategic and creative thinker who has the energy, determination and managerial expertise to deliver their vision
- Excellent interpersonal skills and ability to work with people of different backgrounds and build strong relationships with a wide range of individual and institutional stakeholders
- Excellent communication and presentation skills – both written and oral
- Innovative thinker able to and adapt to change and respond quickly to shifting priorities
- Ability to challenge or persuade where necessary
- Commitment to working collaboratively and the ability to influence people, both through negotiation and through leading by example
- Highly organised with the ability to stay calm under pressure
- A confident, enthusiastic ambassador and networker able to credibly represent Sadler's Wells at all levels both internally and externally
- An independent thinker with a self-starting approach

## **Terms and conditions**

Fixed term, Maternity cover contract commencing in January 2017

Competitive salary, plus benefits

Annual leave entitlement is 5 weeks for each Holiday Year.

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

The company offers interest-free season ticket loans

The company offers a childcare voucher salary sacrifice scheme

The company has a Death in Service insurance policy covering twice the annual salary

The company offers a Cycle to Work salary sacrifice scheme

The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (subject to availability)

September 2016

## **Making an application**

A Job Description and Person Specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

Please note that although Sadler's Wells is accessible for staff as well as patrons and performers, we regret that access to the offices at The Peacock is very limited.

**Please submit the online application form by 11.59pm on Thursday 13 October 2016. Late applications will not be considered.**

**Interviews will take place on Thursday 20 October 2016.**

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