



DEVELOPMENT MANAGER

£35,000 per annum – full time (with flexible working possible)

Permanent contract

Some working from Cardiff will be required

National Theatre Wales is fuelled by the pursuit of connection. We see theatre as a tool to bring people together to reflect, explore and be inspired by the stories of our nation. We want everyone in Wales to see themselves, their communities, their experiences and their futures imagined in the work we make. Our staff are at the heart of us fulfilling that purpose.

ABOUT THE ROLE:

Leading on the delivery and future life of the 2022-2025 Fundraising Strategy, this role focuses on achieving the targets set within it. The Development Manager deploys effective fundraising tactics based on success analytics and horizon-scanning. They identify and nurture long-term, fruitful relationships with key funding partners. Working within the Audiences Team, the Development Manager aligns development messaging with the National Theatre Wales (NTW) brand, and with the rest of the Company to demonstrate our impact to funders.

The role will develop new and existing innovative fundraising initiatives which are interwoven with the wider strategic direction and overall planned activity of the Company. These include the creation of a new individual giving and commercial offer following the launch of the new NTW brand. It also includes aligning potential corporate and sponsor priorities with our unique community and audience-embedded artistic model, and supporting NTW project leads on Trust and Foundation grant applications.

RESPONSIBLE TO

Director of Audiences

RESPONSIBLE FOR

Development Intern (to be appointed in 2023)

WHO WE THINK YOU MIGHT BE:

You'll be someone who is great at communicating something you're passionate about - both verbally and in writing. You can get your point across succinctly and persuasively, and engage people behind a cause as a result. You're also someone who likes finding connections, identifying opportunities when they might not be obvious, and spotting the touch points between seemingly different priorities, values, ethics and approaches. You think creatively and strategically, enjoying the power of a

lived story whilst also deploying logic to make your case. You like analysis and strategizing your work based on both past successes and measured risk-taking.

You may have worked in fundraising or income-generation within the arts, culture, charity, education, social enterprise or non-profit setting previously and be looking for the chance to lead your own development approach within a national arts company. Or you may have communications or project management experience and be looking for a role where you can transfer your skills to make a real difference to theatre makers', community participants' and audiences' lives.

We need a workforce that represents an entire spectrum of lived experience. The more diverse the perspectives we have influencing what we do, the stronger and more meaningful our work will be. We encourage applications from all communities, faiths, backgrounds and from anyone who experiences racism, ableism or poverty. We recognise the social model of disability and are committed to working with our employees to remove barriers to inclusion. We also seek to overcome the barriers faced by applicants with caring responsibilities through a flexible working culture. We will interview all candidates who are Deaf, disabled neurodiverse and/or racialised individuals who meet the essential criteria.

WORKING FOR NTW

Every member of staff at NTW has a significant role to play in achieving the Company's goals. We are all advocates for the Company's work and ethos and everyone is encouraged to go and see work, develop networks and connections, introduce new artists and community members to NTW and help develop ideas for the future. Attendance at Company meetings and Creative Ideas meetings, and active involvement with NTW TEAM (our programme involving a wide range of communities in everything we do) is an important and valued part of everyone's job. Beyond the specific tasks of each job description, these Company-wide activities are a key part of each staff member's contribution and achievement.

KEY RESPONSIBILITIES OF THE ROLE

FUNDRAISING LEAD:

To lead on the fundraising approach taken by NTW, working to deliver a reduced overall reliance on public funding by increasing additional revenue from other sources.

- Develop, deliver, review and update the 2022-2025 Fundraising Strategy, informed by the latest intelligence on external opportunities and how we might optimise our strengths to meet them;
- Pioneer an Activity Plan within the Fundraising Strategy to research, develop, pilot and deliver a blend of innovative and trusted tactics which will best meet targets set within it. This includes sustaining public funding opportunities whilst increasing unrestricted income generation. Tactics will include:
 - Developing a commercial offer exploring how NTW may work to broker freelance opportunities for theatre makers by matching their skills to business needs;

- Overseeing NTWs' Trust and Foundations grant applications and supporting NTW project leads in their submissions, ensuring that our approach is informed by our past successes, is efficient, and leverages investment in projects which deliver on NTWs' 2022-2025 Strategic Plan;
 - Soliciting, cultivating and stewarding long-standing relationships with corporate partners and High Net Worth individuals to generate increasingly unrestricted support;
 - Developing a culture of individual giving amongst audiences and theatre-makers.
- Work with the Production, Producing and Creative Development Teams to identify, develop and realise opportunities for income generation, add-on events, experiences and commercial IP, including at performances and brand-aligned merchandising;
 - Manage strong and ongoing interpersonal relationships with current and potential future funders and acting as a key contact with them;
 - Maintain and constantly build and share knowledge of current fundraising trends, issues and opportunities, including by attending external events.

TEAM & WIDER SECTOR FACILITATION

To work on behalf of community-based theatre makers and organisations to enhance their capacity to generate additional income.

- Offer support, advice and training to TEAM members as appropriate;
- Supervise placements/work shadowing opportunities for TEAM members;
- Actively seek out other theatre companies and strategically aligned charities and organisations to offer in-kind support in fundraising as part of our National Company status commitment to the sector.

COMMUNICATIONS

To develop bespoke messaging which aligns with both funder priorities and NTW strategy, aimed at increasing the effectiveness of our development work.

- Work within the Audiences Team to ensure key fundraising messaging aligns with the NTW brand, and develop online content, literature and advocacy documents which are consistent with NTW tone of voice and style;
- Work with the Operations & Social Impact Manager to identify and communicate case studies and statistics which demonstrate our impact to funders;
- Represent the Company at external events, including identifying and attending appropriate industry and business networking opportunities;
- Produce written correspondence, letters, reports and advocacy documents in support of fundraising activity and developing the online messaging around NTW fundraising;

- Ensuring all funders are credited appropriately in communication materials.

DATA / MONITORING / EVALUATION / REPORTING

To operate an intelligence-led approach to Development at NTW which identifies and acts upon opportunities and strengths to fully realise NTWs' fundraising potential.

- Oversee a dynamic database and analytics hub for all NTW development activity, focused on historic performance, the current status of tactics being deployed and forthcoming opportunities. This includes overseeing the migration of fundraising data to Spektrix and its maintenance once complete;
- Log and acknowledge all grants, donations and sponsorships according to the terms and conditions agreed;
- Lead on the monitoring, evaluation and reporting of all fundraising activity and work, including directly to the Board of Trustees and Arts Council Wales.

GOVERNANCE & COMPLIANCE

To lead on the regulatory, legal and policy compliance of NTWs' Development approach, ensuring tactics adopted are fully aligned with Company Values and do not expose NTW to undue risk.

- Lead on the annual update, delivery of and compliance with the Ethical Fundraising Policy, and being alert to changing circumstances in the wider arts and culture fundraising climate;
- Work with the nominated Fundraising Trustee to elicit direct and fruitful support for the development function of the Board of Trustees, as well increasing Trustees' understanding of their legal responsibilities with regards income generation;
- Ensure all fundraising activity complies with the Fundraising Regulator and the Chartered Institute of Fundraising's Codes of Conduct and the Charities Act 2011;
- Ensure policies and procedures are adhered to in order to achieve best practice in all projects and programme of work, including safeguarding and health and safety;
- Keep sensitive funder information confidential and following the NTW Data Protection Policy at all times.

PERSON SPECIFICATION

NTW is always open to considering investing in someone who can show us development potential in this role, even though they may not be able to demonstrate all the essential criteria listed below.

	Essential	Desirable
Experience	<ul style="list-style-type: none">• Demonstrable experience of crafting strong written arguments and analysis	<ul style="list-style-type: none">• Previous role at a similar level in fundraising for arts, social justice and education/outreach projects/charities• Demonstrable line management experience including the ability to effectively support the continuing professional development of team members
Skills	<ul style="list-style-type: none">• Excellent communication and interpersonal skills, with a high degree of emotional intelligence• Ability to influence and convey passion for fundraising, theatre and the impact of the arts• Excellent organisational skills• Strong numeracy skills including the ability to statistically analyse quantitative data• Confident in the use of digital technology	<ul style="list-style-type: none">• Able to communicate through the Welsh language, verbally and in writing

Personal Qualities	<ul style="list-style-type: none"> • Ability to work in a team and independently • Motivated, proactive and approachable, making connections and delivery of high-quality work • Understands the importance and application of NTWs' 2022-2025 Strategic Plan 	<ul style="list-style-type: none"> • Understanding of the arts sector in Wales and across the UK
Qualifications	<ul style="list-style-type: none"> • Professional qualification – preferable in a relevant field; or relevant experience 	

TERMS & CONDITIONS

Salary: £35,000 per annum

Hours: 35 hours per week (plus a compulsory break for one hour, taking the working week to 40 hours). We will consider flexible working arrangements for the right candidate.

Holidays: 25 days per year (excluding statutory Bank Holidays).

Term: Upon completing a 3-month probationary period, this is a permanent position

Notice: Following completion of a 3-month probationary period, the notice period is 3 months.

Pension: We offer a stakeholder pension scheme with Royal London for all our employees. Monthly contributions are deducted from your salary; you can contribute a minimum of 3% - more if you choose to – and we contribute 5%. Once you've completed your probationary period and you know you want to stay, you will be automatically signed up to the scheme, and we will backdate our Company contributions to your start date.

HOW TO APPLY

You can either write a cover letter of no more than 2 pages OR film a video of yourself lasting no more than 5 minutes. We have no preference, and will be happy to accept either format, so feel free to choose whichever suits you best. In your cover

letter or video, tell us about you, your experiences, skills and attributes that are relevant to the job, and tell us a bit about what you aspire to in life. What matters to you? What do you believe in? Where would you like to be in 3 years-time? What changes would you like to make to our society? What do you enjoy doing? Send us your cover letter or video with a completed application form and your CV (no more than 2 pages please, plus references) to: work@nationaltheatrewales.org by **5pm on Sunday 5 February 2023**.

We welcome applications in Welsh or English. Please complete the application form, and create your cover letter or video in the language of your choice.

If you are shortlisted, we'll invite you to interview over zoom, likely taking place towards the end of the week starting **6 February 2023**. These are friendly, largely informal 45-minute conversations with approximately three people including NTWs' Executive Director / Deputy CEO and a TEAM panel member. We'll send you a rough outline of the questions we'll ask you, and short biographies of the above in advance.

If you have any questions about the role or the process, don't hesitate to get in touch at work@nationaltheatrewales.org.