



ROYAL EXCHANGE THEATRE

Job Description

JOB TITLE: Philanthropy Manager
Responsible to: Development Director
Responsible for: Philanthropy Coordinator

INTRODUCTION TO THE ROYAL EXCHANGE THEATRE

The Royal Exchange Theatre sits at the heart of Manchester's culturally dynamic city centre. We are one of the largest and most compelling producing theatre companies in the UK commissioning, creating, and developing original and ambitious theatre in our two permanent theatre spaces - a 750 seat in-the-round space and a 90-seat flexible studio space – as well as throughout the building, across the city and beyond. We have additional space in the Northern Quarter area of the city, Swan Street, which houses our Production Workshop where we design and build all our theatre sets. As well as the workshop, Swan Street also contains another rehearsal/studio space and the theatre's vast Costume Hire Department housing thousands of its on-stage costumes.

JOB CONTEXT

The Development Department raises fundraised income from grant making bodies, businesses and individuals to support the work of the theatre. The department also has shared responsibility for stakeholder management, networking and partnership working. The department is led by the Development Director who works with three managers who each head up three key areas of fundraising activity:

- Grants fundraising – funds are raised mostly by way of applications to Trusts and Foundations;
- Corporate fundraising – both cash and in-kind income is raised by way of a corporate membership scheme and the sponsorship of a range of the theatre's activities; and
- Fundraising from Individuals – funds are raised from individuals by securing major gifts, donations (large and small), gifts in wills, selling plaques and by running a membership scheme which incorporates regular giving.

JOB SUMMARY

The Philanthropy Manager has responsibility for assisting the department to achieve income against targets by raising revenue from individuals.

MAIN DUTIES AND RESPONSIBILITIES

Strategy

- Develop and implement a strategy to support the growth of income from individuals as part of the overall Development Department's Fundraising Strategy.

Philanthropy Portfolio

- Manage a wide portfolio of fundraising activities designed to raise income from individuals including but not limited to Major Donors, Members, Patrons, Legacies, one-off donations, Gift Aid and Plaque sales.
- Plan and deliver a range of marketing campaigns designed to solicit philanthropic support which are commensurate with the level and type of support being sought.
- Manage all Gifts in Wills activity including creating a strategy for promoting opportunities to appropriate audience segments for leaving a legacy gift.
- Work closely with the Marketing Team as required in the development and delivery of direct mail campaigns which involve mining/segmenting the theatre's CRM database.
- Develop and deliver an overarching fundraising communications plan to support the philanthropic engagement of individuals with the work of the theatre.
- Regularly report on the work being carried to advance the philanthropy portfolio which accurately reflects activity and performance against targets.

Major Donor Fundraising

- In conjunction with the Development Director, develop and propose strategies for the solicitation of major gifts, including:
 - determining ongoing relationships with prospects/donors;
 - recommending specific purposes and levels of gifts;
 - identifying those to be involved in cultivation and subsequent solicitations; and,
 - implementing a moves management process which takes prospects/donors personally through a range of steps in a tailored giving cycle.
- Manage and implement a research programme to identify new prospects for major donor engagement.
- Engage Senior Management, Trustees and other Ambassadors as appropriate in the moves management of major donor prospects.
- Develop, implement and manage an acknowledgement and recognition programme for major donors.
- Work with colleagues from the Programmes and Creative Learning & Engagement Teams to secure appropriate project information, including

budgets, and create offers, proposals and asks that will be used with prospects and donors to secure gifts.

Relationship Development & Management

- Build strong relationships with supporters and potential supporters.
- Encourage donors of all levels to further increase their commitment to the Royal Exchange by moving up the ladder of giving.
- Work with the Philanthropy Coordinator, Development Coordinator and Development Assistant, to deliver high quality relationship management and stewardship for all donors, ensuring all benefits are appropriately received and a high level of customer service is maintained.
- Develop and manage a range of fundraising events to support and promote philanthropic giving.
- Ensure that donor information on the theatre's website is up to date and accurate.
- Report to donors about the impact of their support in a way appropriate to their level of gift and engagement with the theatre.

Line Management

- Line manage the Philanthropy Coordinator.
- Manage efficiently and prudently a delegated expenditure budget for philanthropy fundraising and work with the Development Director to set expenditure and projected income budgets.
- Be a source of expertise and guidance for the Philanthropy Coordinator in their use of Tessitura in delivering their work

Other Activities

- Maintain excellent records relating to donors and prospects on Tessitura CRM database.
- Ensure that all direct marketing activity is in line with compliance and best practice according to the Fundraising Regulator and ICO.
- Develop and report on key performance indicators for the philanthropy portfolio and maintain detailed financial records.
- Prepare information for internal reports, including board reports as required
- Maintain a good relationship with all funders.
- Assist with other project-based and event fundraising as required.
- Maintain a good knowledge of developments in the charitable sector, business sector, city region and other fundraising initiatives relevant to the work of the Royal Exchange.
- Deputise for other members of the department as required.
- Undertake any additional appropriate activities requested by the Development Director.

DUTIES AND RESPONSIBILITIES OF ALL STAFF

- Be aware of the work of other departments in the achievement of the Royal Exchange Theatre's aims and to take an active part in communicating and co-operating with other staff and departments.
- Work in accordance with the Equality and Diversity policy of the Royal Exchange Theatre and to participate in the achievement of the theatre's Diversity action plan.
- Be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety policy.
- Take part in the company's work around sustainability and reduce environmental impact.
- Be aware of and comply with rules and legislation pertaining to Safeguarding and to abide by the procedures as set out in the Safeguarding Policy.
- Abide by other guidelines, procedures and policies provided by the Company.
- Take part in such working groups and committees as might from time to time be required for the fulfilment of departmental or company aims.
- Work as an ambassador of the theatre at press nights, development events and other significant public events

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Note

This job description will be reviewed on an annual basis and updated as appropriate.

PERSON SPECIFICATION

Essential skills and experience

- A track record in managing a mixed portfolio of individual giving which exceeds a total value of £250K
- Personal experience of soliciting major gifts
- Experience of working with fundraising databases to manage donor relationships, select and segment data, design direct mail campaigns, monitor campaign performance and analyse results
- Experience of fundraising communications and case for support development
- Excellent communication skills with the ability influence, motivate and persuade a wide range of people to donate
- Highly developed interpersonal and communication skills both written and verbal
- Proven organizational skills including project and financial management skills
- Experience of responding to competing deadlines and managing multiple tasks and priorities within a fast-paced working environment.
- Ability to tackle challenges constrictively and find creative ways forward
- Ability to organise and manage high quality events
- Ability to work without direction, using own initiative
- Ability to work as part of a team to support colleagues
- An understanding and commitment to the need for confidentiality
- Willingness to work evenings and weekends

Desirable skills and experience

- Specific knowledge of Manchester's philanthropic community
- Line management experience
- High levels of competency in using a CRM database ideally Tessitura
- Commitment to and interest in theatre
- Experience of delivering high profile events
- Awareness of General Data Protection Regulation and relevance to the work of the Development Team

DATE last reviewed: July, 2018

