



ROYAL EXCHANGE THEATRE

Job Description

JOB TITLE: Philanthropy Coordinator
Responsible to: Philanthropy Manager
Responsible for: No direct reports but will work closely with the Development Coordinator and Development Assistant

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 Coordinator supports the delivery of marketing campaigns designed to raise funds from individuals and has responsibility for the day-to-day administration of the theatre's membership scheme.

MAIN DUTIES AND RESPONSIBILITIES

Campaigns Coordination

- Managing the day to day administration of a series of marketing campaigns as directed by the Philanthropy Manager (e.g. including but not limited to campaigns for Gifts in Wills, one off donations, Seasonal Appeals, Plaque sales)
- Producing fundraising campaigns communications materials as directed, such as flyers, leaflets, posters, proposals and reports
- Implementing updates to the philanthropy section on the company website
- Ensuring that crediting and acknowledgement of all individual supporters / donations are accurate and timely.
- Using Tessitura to process and reconcile contributions, acknowledge donations, carry out data segmentation and execute Direct Mail campaigns as required.
- Drafting and sending communications for individual supporters
- Undertaking research on both current and prospective donors and, together with the Philanthropy Manager, retain and increase support as well as generate and convert new prospects
- Retaining and increasing support by delivering an excellent programme of donor care
- Support the delivery of a range of cultivation and stewardship events as directed by the Philanthropy Manager

Membership Coordination

- Day-to-day administration of the Membership scheme as directed by the Philanthropy Manager
- Processing membership applications and renewals
- Being the first point of contact for members' queries
- Using Tessitura to manage memberships, process and reconcile contributions, carry out data segmentation and execute membership Direct Mail campaigns as required.
- Proactively develop and deliver recruitment and upselling campaigns
- Organising mailings and mail merges to members
- Using WordFly to co-ordinate members e-communications including BACKSTAGE, the members newsletter
- Engaging with and managing volunteers to help with mailings

- Organising, delivering and fronting Members events
- Assisting the Philanthropy Manager in the stewardships and renewal of Platinum Members and Patrons as directed
- Maintaining reporting spreadsheets, charting progress against targets
- Carry out research into supporters and prospects
- Providing administrative cover (including servicing ticket bookings of supporters) as required

DUTIES AND RESPONSIBILITIES OF ALL STAFF MEMBERS

- 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.
- Ability to work evenings and weekends

Note

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

PERSON SPECIFICATION

Essential skills, experience and knowledge

- Good levels of experience and competency in administration (either in Membership / Individual Giving or a comparable environment)
- Demonstrable experience of comprehensive use of a CRM database
- Proficiency in Microsoft office
- Experience of producing and analysing data for reports
- Experience of using marketing and social media for fundraising or to promote services or sell products
- Experience of event management and public speaking
- Good written and verbal skills
- Excellent attention to detail
- The ability to get on with a wide range of people.
- Possessing tact and diplomacy with the ability to deal calmly with difficult conversations
- Ability to conduct research into prospects and supporters as directed
- Experience of delivering excellent customer service
- An understanding of the need for confidentiality

Desirable skills, experience and knowledge

- A passion for theatre
- Previous experience of using Tessitura
- Experience of using an e-mail delivery system e.g. WordFly or MailChimp
- Experience using website content management systems e.g. Joomla, WordPress
- An enthusiasm for sales
- Experience of processing membership sales and renewals efficiently
- Experience of working in a fundraising environment
- Awareness of General Data Protection Regulation and relevance to the work of the Development Team
- Ability to work in a changing and flexible organisation

DATE last reviewed: July 2018

