

ARTS EMERGENCY

Head of Fundraising
Application Pack
April 2024



Heila on work experience at
Output Arts. Photo Tishon
Nicholson.

AAW
GROUP



About us

Arts Emergency is a mentoring charity and support network. Since 2013, we have worked to address the inequalities in the creative and cultural sectors. Founded in Hackney by two friends, activist Neil Griffiths and comedian Josie Long, we now support 1,300 brilliant young people across the UK. We provide guidance so they can chart their own course. We create connections to help them get ahead.

Our values

- We are bold, actively changing UK culture in a big, far-reaching way
- We are optimistic about the future and celebrate the best in human nature
- Community is fundamental to our existence and the success of our mission

Read more about our life-changing work in our [Impact Report](#)



96%

of mentees said they had learned new things that helped them feel more prepared for the future since joining Arts Emergency (2022)

What we do

Arts Emergency provides 16-25 year olds in London, Greater Manchester, Merseyside and beyond with a trained mentor working in their field of interest. Mentors help Young Talent set goals, explore their passions and make decisions about higher education, training and careers.

After they complete a year of mentoring, Young Talent can continue to access opportunities, advice, resources and paid work from the Arts Emergency Network until they turn 26. The network is made up of thousands of cultural professionals who've all offered to share crucial gateways into hard to crack industries like TV, publishing and architecture with young people underrepresented in those fields. High profile members include comedians Nish Kumar and Sara Pascoe, actors Nikesh Patel and Julie Hesmondhalgh, and writers Neil Gaiman and Sarah Perry.

“Arts Emergency has done more for me than I ever thought possible, it has opened doors I thought were closed. It has given me hope.”

DEJI, YOUNG TALENT

Find out what our mentors and mentees have to say about us:

[Watch Arts Emergency's 2020 highlights](#) ↗



Olamide reads her poem at a Celebration event. Photo Lilla Nyeki.

Our plans for the future

Our vision is of a society where every young person gets a fair chance to flourish and every opportunity to contribute to the culture in which they live.

This is an exciting time to join Arts Emergency and help to shape the future of the organisation. In 2022, we conducted a strategic review to inform our direction and update our mission and impact. We recruited a new Chair and new board members to help us achieve this and welcomed a new Youth Collective, who ensure that young people's voices are amplified through our work. Additionally, two Youth Collective members serve on the board as Young Trustees.

This is a critical time as we expand nationally to meet the urgent need for our support. Having grown five-fold since 2016, we're aiming to work with up to 2,000 young people by 2026. We've identified ten priority areas across the UK that meet a combination of eligibility and viability criteria for new projects.

Our Community programme is also growing to support our Young Talent with their career progression and personal development. We will enhance our work experience and paid work opportunities in partnership with creative and cultural organisations, and offer each young adult on our programme tailored CV, interview and employability support.

Read more about our plans in our [Vision document](#)

93%

of mentees said they understood more about the world of work by the end of their mentoring year



Hosanna on her Technical Theatre Apprenticeship.
Photo: Sim Canetty-Clarke

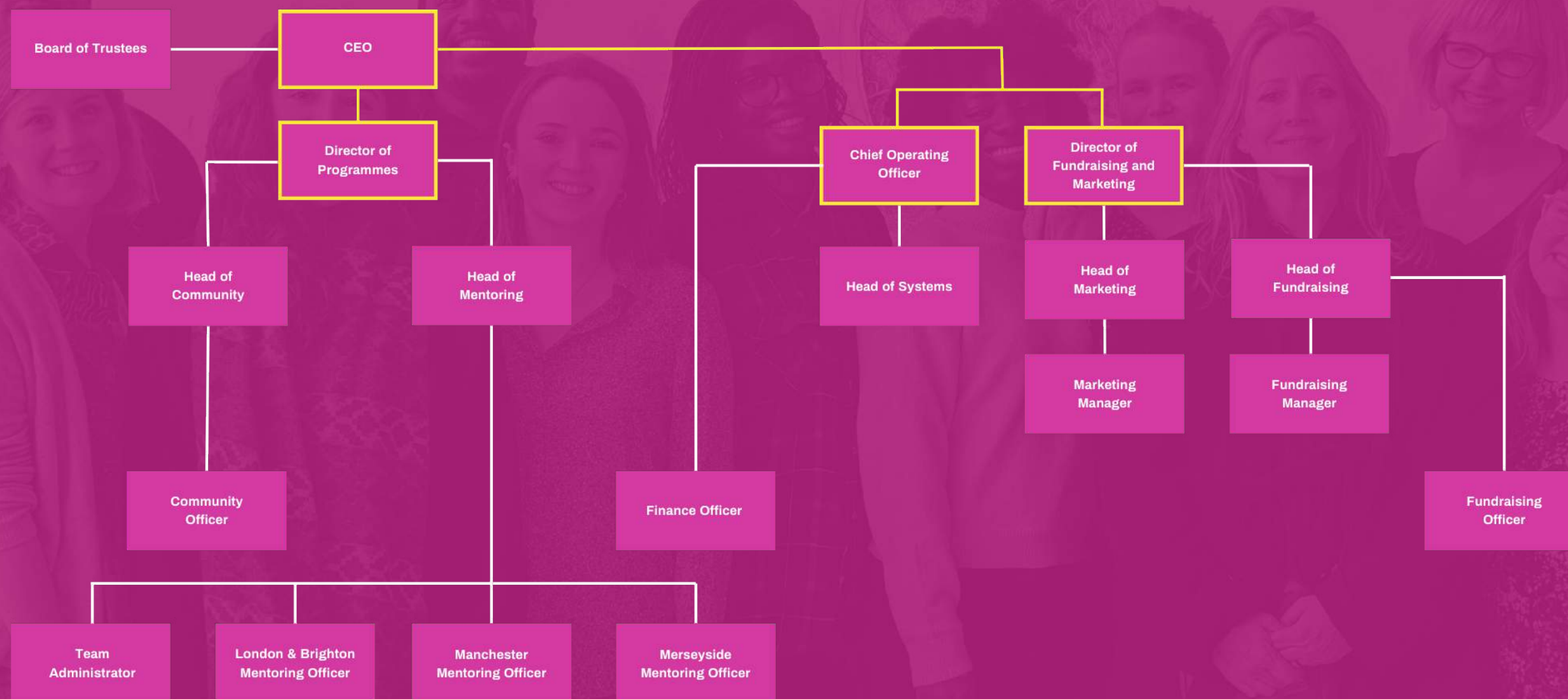
Our team

The Arts Emergency team is a group of passionate and dedicated staff and trustees who bring together a wealth of experience from the charity and cultural sectors.

[Meet our team](#) 

“I am thrilled to be part of the hugely important changes Arts Emergency is making to the industry and its legacy that has affected so many for the better, in such a short time.”

YOMI ADEGOKE – WRITER, JOURNALIST AND BOARD MEMBER



Commitment to equality and diversity

Arts Emergency is committed to being a welcoming and inclusive organisation. We're dedicated to social justice and making the arts and humanities equitable for all. We help our volunteers to address the structural inequalities in the cultural and creative industries, and use our voice to influence gatekeepers to make real, long-term changes.

When we recruit we will always: **show the salary, pay a living wage,** and **won't demand a degree** as an essential criteria (unless a specific qualification is required for a role). We particularly welcome applications from disabled people, LGBTQIA+ people, Black, Asian and minority ethnic candidates.

“Our future cultural landscape is in danger of being populated exclusively by the children of the wealthy and well-connected. I love Arts Emergency because it works to bridge this gap. To create the opportunities that have been taken away.”

JULIE HESMONDHALGH, ACTOR

We are committed to the employment and development of disabled people. We guarantee to interview anyone with a disability whose application meets the person specification for a post. To be invited to interview, you must show in your application that you meet the person specification for the role. If you tell us that you have a disability we can make reasonable adjustments to the interview process, and, if you join us, to your work arrangements. If you'd like to discuss any access needs or adjustments please get in touch.

London Celebration Event.
Photo: Lilla Nyeki.



Head of Fundraising

Full-time permanent post, £40,000 per annum plus 6% pension contribution.

Please note that Arts Emergency operates a 35 hour working week and we will consider home working as well as compressed or annualised hours for this role.

Working as a key member of the Fundraising & Marketing team, the Head of Fundraising will provide leadership and management for Arts Emergency's fundraising activity. Your role will be to raise the necessary income to ensure Arts Emergency's high-quality, person focussed, asset-based services for young people are sustainably funded and can scale.

This role will sit within the Fundraising & Marketing team and report to the Director of Fundraising & Marketing. It has line management responsibility for the Fundraising team, which currently comprises the Fundraising Manager and Fundraising Officer.

About the role

You will be joining Arts Emergency at an exciting time. Having grown four-fold since 2018, we are poised to expand our award-winning work nationally and aim to support up to 3,000 young people by 2026. We are cementing our position as a leading and trusted service provider and support network for aspiring artists and thinkers and we are seeking an experienced and motivated new colleague to join our Fundraising & Marketing team and achieve this with us!

The Head of Fundraising is a new role and is also part of the management team which will contribute substantially to the delivery of all of Arts Emergency's activities and have a direct impact in young people's lives.

You will support, motivate and manage our Fundraising Manager and Fundraising Officer.

You'll get to work with a diverse income portfolio, comprising 24% monthly donors & one-off gifts / 23% mid-level giving and major donors / 7% gift aid / 25% grants from trusts and foundations / 21% from corporate donations, commercial income, and community fundraising in our most recent financial year. You will be particularly responsible for managing and growing Arts Emergency's income from individuals and organisations, as well as leading the organisation's wider fundraising activities.

You will have various resources to support your work, including Arts Emergency's business plan 2023-26, supporting fundraising plan, theory of change, and robust evaluation framework produced following a strategic review in 2022.

You will work with an engaged board and portfolio of c. 1800 monthly donors, 80 Bursars and 15 major donors, as well as the wider Arts Emergency Network of 10,000. Many of these members are creative industry leaders with significant profile and influence. You will play a key role in realising the charity's business plan and growing the charity's income from £795k in 2023 to £1.25m in 2026.

About you

You will be an inclusive leader with the ability to inspire and motivate others, and a strong understanding of charitable income streams.

You will have experience of fundraising for programmes at a national level. You will work collaboratively, and always take a creative and proactive approach to developing and deepening relationships with stakeholders. You will have experience of managing high value relationships and implementing high volume supporter engagement strategies.

You will be passionate about building and developing strong teams, and will implement ambitious plans for funding our work by making best use of our large community of young people, volunteers and organisations across the Arts, Humanities and in the Cultural and Creative Industries.

Key Tasks

Day to day

- Develop and execute a fundraising strategy to secure diverse and sustainable income streams for our work
- Maintain and grow our portfolio of philanthropists, developing cases for support, identifying potential supporters and bringing in relevant staff members (CEO, Director of Programmes, trustees) to steward
- Lead the development and execution of public fundraising appeals 3-4 times a year
- Work with marketing colleagues on fundraising-related comms, leading on campaigns and donor stewardship
- Lead the development of Arts Emergency's first gifts in wills programme
- Research, develop and manage supporter relationships with an emphasis on face-to-face
- Develop the very best propositions for all of Arts Emergency's work
- Create compelling, emotionally powerful funding proposals complete with budgets, costings and financial data as appropriate
- Steward and engage existing supporters and write high-quality reports and thank you letters
- Prepare high-quality presentations and fundraising materials as required
- Use the fundraising database to log gifts, plan the monitoring of grants to ensure compliance with agreed outputs and appropriately engage individual philanthropists

- Conduct detailed ongoing research into new funding opportunities and prospective supporters
- Manage the team's annual fundraising budget
- Play a full and active role in supporting the Fundraising & Marketing team to meet our ambitious targets
- Undertake any task that may be requested from time to time that may be consistent with the nature and scope of this post
- Maintain the ethos and values of the charity and positively promote the work and activities of the charity at all times
- Ensure due diligence is carried out for key funding partners, following Arts Emergency's Acceptance & Refusal of donations policy

Future planning and strategy

- Contribute to the development, implementation and evaluation of the Fundraising & Marketing strategy, in line with Arts Emergency's wider strategy
- Monitor income targets and other performance indicators – report regularly to the team
- Work collaboratively with colleagues to identify strategic projects for fundraising
- Work with the Head of Systems to organise and maintain the database for fundraising use
- Develop new areas of fundraising activity, ensuring creativity, quality and innovation are embedded at the heart of Arts Emergency

Management

- Manage the Fundraising Manager and Fundraising Officer, ensuring they feel supported, developed, celebrated and valued
- Oversee and support the Fundraising Officer to coordinate community fundraising, one-off donors and monthly donor stewardship
- Oversee and support the Fundraising Manager to manage grant applications, reporting and stewardship
- Ensure your team are meeting their activity targets and are aligned to the organisational and team strategies
- Collaborate closely with the Head of Marketing and the Marketing Manager
- Deputise for Director of Fundraising & Marketing when necessary or appropriate
- Represent Arts Emergency at events or speaking occasions and act as an ambassador for Arts Emergency at all times
- Maintain the ethos and values of the charity and positively promote the work and activities of the charity

Person specification

Qualifications

No specific qualifications are required for this role

Knowledge & Experience

- Experience working at a similar level in a small organisation or in a senior position within a larger organisation/team
- Experience and passion for management of staff, leading and developing small teams
- Experience of developing fundraising strategies through to implementation and evaluation
- Experience of working with high profile and high value individuals
- Experience of running public fundraising campaigns
- Experience of budgeting and reporting processes
- Experience of developing and managing a network of corporate partners
- Knowledge of fundraising landscape within arts and culture, social justice, youth, education
- Up-to-date knowledge and interest in culture

Skills & Abilities

- Strong IT skills including online CMS databases e.g. Salesforce
- Good administrative and organisational skills
- Excellent writing skills and the ability to communicate clearly and emotively
- Excellent numeracy and budgeting skills
- Good attention to detail and ability to proofread

- Time management skills – the ability to work to deadlines, and under pressure, balancing several priorities at once
- Ability to respect and understand the importance of confidentiality and safe working practices
- Ability to present data to demonstrate impact

Personal qualities

- A demonstrable passion for social justice and/or diversity and inclusion work
- A commitment to upholding our values of being bold, optimistic and community-led
- Commitment to equality of opportunities and driven to make a positive impact on the world
- Always learning: a self-starter, motivated, eager to learn
- Resourceful and embraces challenge and change
- Ability to self-manage and delegate appropriately
- Commitment to maintaining up to date knowledge and practice

Relationships

- Able to work with a wide range of service users, staff, funders, volunteers, suppliers, trustees and other stakeholders
- Experience of motivating colleagues to deliver positive results

Working conditions

This is a full-time position, 35 hours per week. This role can be home or office based, and we will consider compressed or annualised hours should the successful applicant wish.

Arts Emergency head office is based at Unit W3, 8 Woodberry Down, London N4 2TG and our Manchester office is based at Peter House, Oxford St, Manchester M1 5AN.

We also have access to Spaces offices around the country which can be used by all staff if an office space is needed outside these areas.

We will occasionally ask you to travel to other offices or locations for training, stakeholder meetings and team or departmental away days. Travel expenses will be covered, and we'll offer remote options when necessary and ensure accessibility requirements are taken into account.

There may occasionally be evening/weekend work, we operate a time off in lieu system.

How to apply

To apply, please click on this [link](#). In order to progress your application, you will need to upload your CV and your responses to six questions which you can download [here](#). The questions are designed to explore one or more of the key elements of the person specification. Please give examples from your experience and as much detail as you can to illustrate that you meet these criteria. You may submit your responses in writing or as audio recordings. In addition, please also complete the [Equality and Diversity Monitoring Survey](#)*

**The survey is anonymous and not linked in any way to your application. Any information you provide will be used by Arts Emergency/AAW to monitor the demographics of candidates applying for roles and make improvements in line with our diversity and inclusion ambitions. This data will be treated in accordance with the General Data Protection Regulation 2018.*

For any queries please contact Suzie Groves at suzie@aawpartnership.com.

Closing date: Monday 29th April, 9.00am.

Interview dates: First round virtual interviews will take place on Tuesday 7th or Wednesday 8th May. For those progressing further, second interviews will take place in-person on Tuesday 14th May, with travel reimbursement.

For more information

www.arts-emergency.org

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