

## About the People's Theatre

The People's Theatre is a leading amateur theatre in England, one of the oldest and largest in the country. We produce 14 productions per year, attracting over 10,000 people to our building on the Coast Road.

The former cinema building has been our home since the 1960s and has been refurbished several times over the years. Most recently, we added a new studio space on the ground floor of the building, creating a fully accessible performance space with room for up to 100 audience members.

### The project

We are ready for the next stage of our development, preparing to both ensure our long-term financial and environmental sustainability by embracing affordable, low-carbon technologies - both in terms of traditional theatre equipment and newer heating and energy generating technologies.

To save money, improve our financial resilience and building sustainability, the Theatre is looking to invest in three projects:

- Replacement of our stage manager's desk, ensuring it is technologically suitable for productions for years to come;
- Replacement of all stage-lighting systems with LED units and new controllers, saving the theatre up to six households' worth of electricity annually, therefore providing both a substantial cost and energy saving;
- Improving the theatre's heating systems, including potential installation of air-handling units, heat pumps, upgrades to the fabric of the building, as well as possible energy generation and storage options. This work is guided by a full-scale feasibility study currently underway.

In order to deliver this project, we are embarking on a fundraising effort that will help us be able to pay for these upgrades to our building and performance spaces.

We seek to enlist the help of a professional fundraiser, who is experienced in working with small charities, preferably within the arts sector in the North East.

### Job description

- Help the theatre shape the strategy for engagement with charitable and government funders of the arts sector for the purposes of the outlined programme;
- Develop a proposition for the programme that resonates with charities, funds and corporate sponsors;

- Identify and approach potential funders that align with the Theatre’s values and needs;
- Attend appropriate external networking events in order to develop relationships leading to donations;
- Write and prepare fundraising proposals, in collaboration with the theatre’s fundraising lead and management team;
- Secure funding by approaching trusts, local businesses and individuals;
- Undertake any reasonable duties, commensurate with the level of the post.

## Appointment and fee

The position will be offered on a self-employed or consultancy basis for 12 months at a competitive market rate, commensurate to the candidate’s experience and existing rates. The post is subject to a three-month probationary period.

## Application

Applicants are asked to submit their CV with a covering letter to [fundraising@peoplestheatre.co.uk](mailto:fundraising@peoplestheatre.co.uk) by 7 March 2025. Interviews are expected to take place in the week commencing 24 March.

For an informal conversation about the role, please contact [fundraising@peoplestheatre.co.uk](mailto:fundraising@peoplestheatre.co.uk).

## Person specification

Responsible to: Management lead for Fundraising

Responsible for: No line management

Applicants should be able to demonstrate the following experience, skills, knowledge and abilities through their application and the interview process.

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
Skills/abilities	<p>An understanding of the voluntary arts environment.</p> <p>An understanding of capital fundraising and building development processes.</p> <p>A passion for the arts and a commitment and enthusiasm for the activities and aims of the Peoples Theatre Arts Group.</p> <p>Ability to work with external contacts at a senior (often Board) level.</p>	

	<p>Ability to work on own initiative and to inspire others with PTAG's vision and work.</p> <p>Excellent writing skills and ability to prepare persuasive proposals and applications.</p> <p>Ability to work to deadlines, targets and within agreed budgets.</p> <p>Excellent time management skills and ability to prioritise workload.</p> <p>Excellent interpersonal skills and the ability to negotiate and close deals.</p> <p>A flexible and adaptable approach to fulfilling the duties of the post.</p>	
<b>Qualifications, training and education</b>		<p>Degree-level education</p> <p>Formal fundraising qualification (e.g. MInstF)</p>
<b>Experience</b>	<p>Track record developing fundraising strategy and the proposition to charities, funds and corporate donors.</p> <p>A track record of success in development or fundraising within an arts organisation, or of fundraising in a comparable field and experience of developing income streams from business sources in a commercial environment.</p> <p>Experience of preparing sponsorship proposals.</p> <p>Experience of organising and networking at development events.</p>	
<b>Other Requirements</b>	Flexible working with some evening meetings	Full driver's licence.