



## **OUTSIDE EDGE THEATRE COMPANY**

## **RECRUITMENT PACK FOR HEAD OF DEVELOPMENT**

*Write Two performance at the Royal Court*

## ABOUT OUTSIDE EDGE



*Social prescribing Drama Taster Session*

Outside Edge Theatre Company is the UK's only theatre company and participatory arts charity focused on addiction. We develop, nurture and produce new writing and performances that are related to substance misuse. OETC tours our productions to off-West End venues, festivals, treatment facilities and other civic spaces.

For twenty-five years, our groundbreaking workshops and acting ensemble have inspired positive change in recovering addicts. Using drama as a creative outlet, we help participants build confidence, self-esteem and the skills required to lead productive, healthy lives free from substance misuse. Our facilitated activities, which include improvisation, creative writing, acting exercises and performance opportunities, have garnered international recognition from health experts, academics and other arts organisations.

Currently, OETC runs eleven weekly participatory workshops and delivers Drama, Dance and Creative Writing Taster Sessions in treatment facilities. The company is also in the process of planning its 2025 season of productions.

More information on these workshops and previous OETC projects and productions can be found at [www.edgetc.org](http://www.edgetc.org).

## We are recruiting a new Head of Development to take our fundraising to the next level



*Service User social event*

### **Reports to**

Artistic Director / CEO

### **Working hours**

Full-time (40hrs/week). Office hours are Monday to Friday, 9am to 6pm. Evening and weekend work sometimes required. Part time and flexible working requests will also be considered.

### **Location**

Brady Arts Centre, 192-196 Hanbury Street, E1 5HU. This role requires regular attendance at the main office location.

### **Salary Range**

£40,000 - £43,000 per annum (depending on experience).

### **Holiday**

Holiday is statutory, increasing 1 day per year for each full year of employment up to 5 years.

### **Contract**

Permanent full time and subject to a three-month probationary period. We are open to conversations about this role as a job share.

### **Anticipated Start Date**

Immediate start dependent on notice period.

## OBJECTIVES OF THE ROLE



*Service User social event*

OETC has a strong track record fundraising from Trusts and Foundations and statutory contracts. The Head of Development is a newly created position that will play a crucial role in the strategic development of new income streams, including individuals and corporates, as well as growing existing sources of income.

This position offers an exciting opportunity to join a creative and ambitious organisation and to shape its future. We welcome applications from candidates that are considering taking the next step in their fundraising career and who are moving into their first senior leadership role.

The Head of Development will lead on the development and delivery of fundraising and income generation (including trusts, foundations, statutory contracts, corporate partners and individuals) to secure five and six figure gifts for OETC.

### **The role will:**

- Take a proactive response to managing pre-existing relationships with our funders, as well as growing our funding portfolio for the future
- Shape an ambitious new strategy for generating sustainable income by developing strong corporate relationships and increasing individual donations by developing a strong supporter base
- Hold responsibility and oversight for all funding reports and impact measurement for funded projects

# RESPONSIBILITIES

## Vision and Strategy

- Create and implement a new fundraising and business development strategy that raises charitable income from Trusts and Foundations, individuals, public fundraising campaigns, statutory sources and the corporate sector to achieve total fundraising targets of c. £300,000 per year within the first two years
- Devise a programme of activities that supports the fundraising strategy and promotes OETC's work to a range of stakeholders
- Harness fundraising support and expertise from our Board and stakeholders
- Across the next two years, develop an earned income strategy, which will include hiring a part-time Business Development Manager, to generate £40k/year by 2027/28

## Grant Management

- Lead on the management and development of OETC's portfolio of trusts, foundations and statutory/other major grant givers to raise and manage an annual target, in the first year, of c. £200k in grants from Trusts and Foundations
- Research, prepare and write high-quality compelling applications for funding to a range of donors, prioritising significant and multi-year approaches from larger donors
- Ensure funders receive acknowledgement and submit Monitoring and Evaluation Reports on time, in line with their specific requirements
- Work closely with the Artistic Director/CEO to identify and develop new opportunities for statutory contracts and restricted projects that will enable us to widen our reach

# RESPONSIBILITIES (continued)

## Individual and Corporate Giving

- Develop and implement a new strategy across individual and corporate giving to raise an annual target of £20k in the first year, growing to £67k in three-years' time
- Develop engaging fundraising campaigns and donor events and deliver high-quality, timely and personalised stewardship to recruit new and retain existing supporters
- Work closely with the Artistic Director/CEO and Board of Trustees to identify high net-worth individuals and corporate partners and develop suitable approaches and communication materials to sustain their interest and support

## Finance

- Develop annual plans and budgets for fundraising and business development and lead on their delivery and achieving income generation targets across all giving strands
- Responsible and accountable for delivering fundraising targets to the Artistic Director/CEO to produce the annual budget, operational plans and provide commentary for management reports
- Create accurate project budgets for funding bids, including collaborating with the Participation and Operations Manager as required

## General

- Oversee writing OETC's monthly newsletter to supporters and other stakeholders, as well as other communications that target donors and funders
- Adhere to GDPR and Data Protection legal requirements, utilising Salesforce (our CRM) and Mailchimp to effectively help identify prospects from our existing Database
- Ensure appropriate systems and procedures are in place to manage fundraising campaigns effectively
- Keep up to date with policy and trends in the fundraising and charity sector and help identify funding opportunities
- Contribute to effective governance of the organisation as a whole, by providing advice and information to support and inform discussion, decision-making and monitoring
- Undertake any other duties that may reasonably be required by the Artistic Director/CEO and Board of Trustees

# PERSON SPECIFICATION

## Essential

- Substantial experience of developing and managing £300,000+ fundraising targets, including Trusts and Foundations, Corporate and Individual funding relationships in an arts, cultural and/or charitable setting
- Experience writing successful bids for major funders at five or six figure levels
- Confidence in implementing and creating ambitious fundraising strategies
- Excellent stewardship of funders and donors
- Excellent project management, planning and time management skills
- Excellent communicator with the ability to engage with a wide range of people, including public speaking
- Competence in the use of IT and a CRM system
- Strong copywriting and proofreading skills for a variety of communication channels, e.g.: web, press, annual report, funder reports
- A strong team player, who is positive, inspiring and motivational in your approach
- A passion and commitment to arts with social inclusion at its core
- Experience of managing fundraising pipelines, forecasts and budget control
- Ability to work flexibly - remotely or in the office, in a busy fast-changing environment and manage a varied workload
- Strong understanding of compliance requirements for the fundraising sector
- A willingness to satisfy the requirements of OETC's Vulnerable Adults Protection Policy

## Desirable

- Experience creating marketing assets (currently using Canva)
- Working knowledge of Google Workspace, Salesforce, Xero and WordPress
- Knowledge of barriers and issues faced by addiction
- Experience working in a small charity
- Some experience of participatory arts and /or outreach activities
- Some experience of working alongside volunteers
- Hold a current Enhanced DBS certificate (and is currently registered with the update service)

# APPLICATIONS

## How to apply and interviews

To apply, please email a cover letter and CV to [recruitment@edgetc.org](mailto:recruitment@edgetc.org) by noon on 9 September 2024. In your cover letter please detail why you are suitable for the role referring to the person specification set out above.

First round interviews will be held no later than 13 September 2024 and, if required, a second round in the week beginning 16 September 2024.

If you would like any further information or would like to discuss any aspect of the role, please contact [recruitment@edgetc.org](mailto:recruitment@edgetc.org) to arrange a call.

## Equal Opportunities Monitoring

Please also complete an Equal Opportunities Monitoring Form here: [www.tfaforms.com/5122351](http://www.tfaforms.com/5122351)

## Including everyone

OETC aims to encourage a culture where people can be themselves and be valued for their strengths and we want our team to represent the same diversity of our participants, audiences and artists.

We are keen to hear from a diverse range of candidates from all backgrounds drawing on different perspectives, experience and knowledge. We particularly want to encourage people to apply for this role who have lived experience of being affected by addiction and those who are representative of the diverse communities we serve.

Please feel free to contact us if you require further assistance or would like to submit your application in an alternative format. We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place as required by the Equalities Act 2010.

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after six months. We will keep your equal opportunities form for a period of up to 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are engaged by us, the information you supply will be kept securely and form part of your record with us.