



National
Theatre

Job Pack

Major Gifts Manager
Permanent

About the National Theatre



Our Purpose

The National Theatre (NT) makes theatre that entertains and inspires using its creativity, expertise and unique reach.

We share unforgettable stories with millions of audience members across the UK and around the world – on our own stages, on tour, in schools, on cinema screens and streaming at home.

World-leading artists make their best work at the NT with the widest possible audience and impact.

We invest in talent and innovation on stage and off. We take seriously our role as the nation's theatre. Of the new productions we develop each year with a wide range of theatre companies, a third of that R&D resource is dedicated to shows staged at theatres outside London.

Through touring our work to local theatres and schools and nationwide education and community programmes, we are active in 71 of the 109 levelling up priority areas in the UK.

A registered charity with deeply-embedded social purpose, the NT works with hundreds of schools and communities across the UK to spark imagination and inspire creativity, and to develop skills and pathways for careers in theatre.

Our key objectives as we look to the next five years are towards economic, environmental and social sustainability, upholding a culture that aims to take care of our people and the wider world.

About the National Theatre

The values that guide us.

Make a positive impact, striving to make the world a better place through theatre.

Bring your passion, applying energy and expertise to achieve the highest standards.

Collaborate to create, bringing ideas to life through teamwork and forging connection.

Empower each other, working to build and uphold an inclusive and equitable culture.

Act with confidence, with the courage to make clear, intentional decisions that support our shared vision.

About the Development Department



The Development department is responsible for fundraising at the National Theatre. Our aim is to raise money for the NT from individuals, corporations and charitable trusts and foundations, which enables the theatre to carry out its mission and develop ambitious plans for the future.

The department recently concluded a two-year £40million fundraising campaign to support the NT's recovery from the COVID-19 pandemic. Now, we are working towards raising money for work across four pillars: communities, young people, audiences, and theatre-makers.

Development consists of around thirty-five members of staff split across five teams; Corporate Development, Trusts and Foundations, Individual Giving, Major Gifts and Operations. All the fundraising teams are encouraged to work particularly closely together to raise money for the NT and its work.

The Major Gifts and Individual Giving teams work particularly closely together to raise money from individuals with a passion for the NT and its work on and off stage.

The department works with a brilliant Development Board of Senior external fundraising volunteers, chaired by Elizabeth Pryce. We also work closely with the American Associates of the National Theatre. The AANT is based in New York and promotes the work of the National Theatre in both the UK and the United States. Since 2005, the AANT has granted more than \$20 million to the National Theatre, providing essential funding for the NT's mission.

Contract Type: Permanent

Hours: 35 hours per week. Although additional hours may be necessary in order to fulfil the post's requirements.

Salary: £45,000-£50,000 per annum

Responsible to: Head of Major Gifts



Purpose of the Role

This is an exciting opportunity to play a crucial role in the theatre's new Stories Start Here campaign, building on our successful major donor fundraising programme. As the key relationship manager for a portfolio of some of our closest and passionate supporters, the Major Gifts Manager makes a vital contribution to this growing income stream. By identifying, cultivating, soliciting and securing major gifts of £25,000 and more, and working collaboratively across the department with other fundraising teams, there is lots of scope to build on your existing fundraising experience to develop an engaged and generous portfolio of major donors.

Duties and Responsibilities

Fundraising

Actively contribute to the delivery of the major donor fundraising programme and secure gifts of £25,000 or more:

- Independently build long-term relationships with a mixed portfolio of existing donors and new prospects using your strong interpersonal and relationship management skills
- Develop compelling proposals for agreed fundraising priorities in order to solicit major gifts face-to-face and in writing from your portfolio of donors
- Support Development senior management, members of the Board, and the Development Board, in their solicitation of principle and major gifts. This includes producing donor meeting briefings, debriefing colleagues, and developing funding proposals
- Contribute ideas and assist in the delivery of an excellent major donor engagement programme, identifying cultivation and bespoke stewardship opportunities which align with donors' motivations and personal interests
- Develop our pipeline of prospects working with the Prospect Research team to identify new supporters, and commission research to learn more about current and prospective supporters applying knowledge of reputational risk and due diligence processes
- Develop a thorough understanding of the NT's membership schemes, utilising when appropriate as a way of building support from individuals towards major giving
- Liaise with the National Theatre American Associates on the recruitment, retention and development of US based supporters
- Keep up to date with giving trends with the aim of anticipating new opportunities

Administration

Support the efficient running of the major donor fundraising programme to ensure donors have a positive experience of giving to the NT:

- Work with the Development Operations team to steward donors in a personalised way, to devise interesting ways of demonstrating the impact of donors' support in communications and through bespoke special experiences
- Maintain your portfolio's database records to effectively track relationships and to ensure that all information complies with Data Protection legislation and the NT's policies and procedures
- Use the Tessitura database as a reporting and prospect management tool
- Contribute to the *NT Magazine*, the newsletter for NT supporters, where appropriate

General Duties

- Carry out any other duties as requested by your line manager or the Chief Development Officer
- Undertake training deemed necessary by your line manager

- Support the National's communications objectives by sharing information with your manager, team and colleagues as appropriate, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively
- Participate actively in regular department and team meetings, contributing to strategy, discussions and decisions
- Comply with the National Theatre's Health and Safety and Equal Opportunities policies
- Take personal responsibility for keeping up to date with the work of the National Theatre
- A commitment to high standards of service delivery and customer care
- Willingness to work flexibly in approach to work and/or work time requirements

Person Specification

Essential

- Confident, curious, articulate and persuasive, both orally and in writing
- Experience in a fundraising capacity, with a successful track record of meeting targets and personally soliciting and securing 5-figure+ philanthropic gifts
- Evidence of relationship management to proactively develop a portfolio of prospects employing creative strategies to engage them
- Demonstrable prospect research skills
- Evidence of ability to write persuasively, and experience of creating compelling fundraising materials
- Excellent interpersonal skills with the necessary listening, facilitation, negotiation, and diplomatic skills to represent the NT, and to achieve immediate credibility and influence with high net worth individuals, and internal and external stakeholders
- Excellent and proven organisational ability working in a fast-paced environment
- Ability to work evenings and occasional weekends is an essential part of the role (TOIL policy applies). Please confirm in your supporting statement (in the 'About You' section)
- IT literate with knowledge of relationship databases
- Ability to work both independently and as part of a team, with excellent networking and relationship building skills
- A knowledge of the arts combined with an appreciation for and understanding of theatre

Desirable

- Experience of event organisation
- Experience of budget setting and monitoring
- Knowledge of GDPR legislation
- Knowledge of Gift Aid and other tax effective giving mechanisms

Recruitment Process

Link to apply: <https://jobs.nationaltheatre.org.uk/>

Closing date: Monday 8th April 2024, at 12 noon

Interview dates: w/c 15th April 2024

Further queries: email recruitment@nationaltheatre.org.uk

Benefits

- Complimentary staff tickets for shows and NT Talks and Events, subject to availability and policy
- Discounts in the NT's bars, cafes, restaurants, and bookshop, as well as in local businesses (from Wagamama to local childcare providers & gyms on and around the South Bank)
- Access to interest-free season ticket loan and cycle scheme partnership
- Pension schemes with Legal & General and NEST
- 33 days annual leave increasing up to 40 with length of service
- Sabbatical option, subject to agreement and policy
- Generous sick pay
- Family-friendly employer with supporting policies
- Hybrid and flexible working, subject to agreement and policy
- Training and Development Programme via e-learning platform, and specialist in-person training relating to role
- On-site Occupational Health and Wellbeing support
- Free-to-access Employee Assistance Programme, enabling counselling and mental wellbeing support, financial and legal advice, and advice on caring responsibilities
- On-site staff canteen and bar

Staff networks and communities:

The National Theatre has five Staff Networks:

[Disability Network](#)

[LGBTQ+ Network](#)

[Amplified: Network](#) for the Global Majority

[Women's Network](#)

[Parents and Carer's Network](#)

The networks are run voluntarily by our staff.

The NT is also a member of Parents and Carers in the Performing Arts (PiPA)

We want our workforce to be representative of all sections of society and welcome applications from everyone.

As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the essential criteria for our vacancies.

People Department 2024



