



Head of Capital Appeal Job Pack

October 2024

Orpheus

In partnership with
quarter5
fundraising recruitment

The Orpheus Centre supports young disabled adults to live and work as independently as they are able. We do this through developing their confidence, work experience and independent living skills, using arts-based, bespoke learning, work experience and supported living programmes delivered from our base in Surrey. All of our learners are learning disabled and some are also physically disabled.

We have a beautiful site at a converted farm which provides teaching and performance spaces and self-contained accommodation. However, our success in enabling these young people to thrive means that we are over subscribed every year and have outgrown our current facilities.

Our 2023-28 strategy has 3 core pillars:

- 1. Ambition** – to provide outstanding service in everything that we do
- 2. Renewal** – to raise the funds for and build new facilities on our beautiful site in an area of outstanding natural beauty
- 3. Transformation** – to change the hearts and minds of society so that these young people are given every chance for success in their living and working beyond Orpheus.

The Head of Capital Appeal has an instrumental role to play in the ‘renewal’ element of our strategy, by developing and implementing a capital appeal strategy to enable the charity’s growth.

Furthermore, through impactful communications to a wider audience as part of the appeal, the post holder will also underpin the transformation of society, so that young disabled adults are valued for the skills and experience they bring and given opportunities to thrive and influence their wider worlds.

The Orpheus Centre is a truly diverse and fundamentally inclusive organisation and the young people we work with improve us every day. The Head of Capital Appeal is an absolutely crucial senior leadership role, reporting to the CEO, driving the capital appeal, and enabling the vital growth of the charity. The world needs these young people, and, by amplifying their voices, you will contribute to them shaping society for the better.

We are absolutely delighted that you are interested in finding out more about The Orpheus Centre and this role, and really look forward to receiving your application.

Rachel Black
CEO



Jessica Dallyn
Chair of the Fundraising & Marketing Trustee Committee



Orpheus is a unique place where young disabled people aged 18-25 can live, learn and develop into the individuals they want to be.

Started in 1998, by musician and lyricist Sir Richard Stilgoe, the college offers formal qualifications and work based learning within a creative environment where artistic talents can grow and the students' confidence, self esteem and skills can grow too.

Orpheus now has 66 students, the highest intake to date, which is a testament to the popularity and need for the specialist education which Orpheus offers. There are 21 flats on site and students come from across the UK.

Performance students have performed in venues all over the country including the Royal Opera House, Royal Albert Hall and Glastonbury Festival. The visual arts students have been commissioned by professional art organisations and had their work exhibited. The dancers have performed at many events including the All England Dance 100th Anniversary Gala at the London Coliseum.

In 2024, the Centre achieved an Outstanding rating from Ofsted and were awarded the Disability Confident Leader Status to champion employment of disabled people.



We work to demonstrate our values every day and we focus on these in everything we do. Our values are to be: joyful, bold, inclusive, resilient and determined and we encourage all staff, volunteers and students to represent these values.

We affectionately refer to them as JOYB.I.R.D.



Joyful

- We celebrate achievements - small and big - celebrating together regularly and frequently.
- We seek opportunities for joy, welcoming and modelling a positive attitude.



Boldness

- We campaign together on agreed themes, being brave and enabling.
- We set each other stretching and achievable targets.



Inclusivity

- We are ambitious for young disabled people.
- We work hard to make all our spaces accessible for all.
- We respect differences.



Resilient

- When a challenge occurs, we face it together and work out as a team how to overcome it.
- When life is difficult, we don't give up, but we seek support and look for ways to learn from the experience.



Determination

- We know there will be challenges, but we seek support to overcome them.
- We recognise that challenges build our experience and enable us to learn and develop.
- We are professional.



Orpheus students join CEO, Rachel Black, in the Sensory Garden, the perfect place for anyone at the centre to unwind and take in all the beautiful nature around them.

Head of Capital Appeal

£ c.£60,000

📄 Permanent

🕒 Full-time

👤 Reporting to the CEO

🕒 Apply by:
Wednesday 23/10

📍 Hybrid working
*1-3dpw in Godstone office and
availability for donor meetings*

The Orpheus Centre will be launching a £25m capital appeal to build an extension to the centre's facilities. This will allow more students to enrol, and for the centre to cater for students with more complex needs.

Currently the quiet phase is projected for 2024-2027, with the build phase being projected 2027-2029.

Job Scope

The Head of Capital Appeal will provide strategic direction, operational oversight and personally lead the income generation for the Orpheus Centre's capital appeal. The role sits on the senior management team, carries board reporting responsibilities and liaison with senior level networks in the sector.

Role of the Team

The role of the Capital Appeal team is to raise voluntary funds to ensure the successful build of a state-of-the-art extension to the Orpheus Centre. The appeal will deliver a new building to increase the scope of up to 100 learners, and to meet increasingly complex student needs. The team aims to maximise voluntary funding from a wide donor network to support this build and for ongoing support for the Centre as a whole. The team works closely with all other teams, in particular the Fundraising and Communications team.

Main Duties

To ensure the success of the capital appeal by developing a strategy, personally securing funds and enabling the wider team to contribute to the fundraising total.

Strategy

- Develop, implement and monitor the private and public phases of the capital appeal strategy to enable the Orpheus Centre to meet the appeal target.
- Working with fellow senior managers as necessary, ensure effective resourcing of the capital appeal team – people, equipment and finances – to enable the capital appeal target to be reached without compromising revenue fundraising income.
- Establish a high performing capital appeal committee of volunteers to cultivate and steward potential significant donors.

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Fundraising

- Deliver target income from a range of sources, primarily major donors, trusts and foundations and statutory sources, but not discounting other viable income streams.
- Personally secure significant major gifts for the capital project.
- Design, recruit and lead a team of fundraisers to support on fundraising for the capital project.
- Work closely with the Fundraising and Communications team to ensure all existing and potential donors and leads are cross sold on both core funding and capital funding.
- Research and identify potential funders for the capital project.
- Manage funding pipeline.
- Maintain and develop new relationships between the Centre and current funders, as well as building fruitful relationships with new ones.
- Take a lead role in the management of successful grant applications and major donations to ensure the delivery of progress reports/updates to funders in a timely and effective manner.
- Ensure the capital project operates legally, ethically and transparently in its fundraising activities, adhering to the Fundraising Code of Conduct.
- Support and manage the Appeal Committee, including securing high value gifts.
- Devise a programme of cultivation and stewardship events specifically for capital project funding.

Project Management

- Work closely with the build project team, particularly the Client Representative, the CEO and the Director of Finance and Resources, to ensure clear communication between the funding and the building of the project.
- Maintain oversight and ownership of the income raised for the project, providing clarity on pledged and banked income, and management of the capital appeal fundraising expenditure budget.
- Provide timely reports for Senior Management Team and Trustees to facilitate effective cash flow management and decision making.
- Manage a matrix of fundraisers across the organisation.
- Assist in the production of impactful donor solicitation materials, including case for support, funding and grant proposals, presentations, etc.

Senior Team Responsibilities

- Take a visible and proactive leadership role through membership of the Senior Management Team.

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Senior Team Responsibilities Ctd.

- Provide expert advice and guidance to the CEO, Board of Trustees and senior colleagues in relation to marketing, public relations, communications, relationship management, fundraising and donor development, supporter care and corporate partnerships.
- Play an active role in the implementation of Orpheus Organisational Strategy.
- As a member of the Senior Management Team and together with the CEO, take responsibility for collective leadership of the organisation's development.
- Develop external relationships to further Orpheus's impact.
- Represent and promote Orpheus at local, regional and national forums.
- Rigorously follow organisational Safeguarding, Risk Management and Health and Safety policy and procedures.
- Ensure that data is managed within the requirements of the Data Protection Act Promote peoples' equality, diversity and rights in all actions and activities.
- Review and recommend changes to policies and procedures which are relevant to the department and across the Centre where relevant.
- The post-holder may be expected to undertake other relevant duties for the effective operation of the Centre.

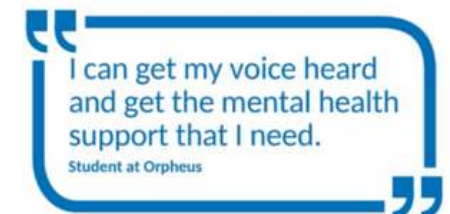
- The post-holder may on occasion be required to attend events and support performances at weekends or in the evening for which time off in lieu will be given.

The duties and responsibilities above do not represent a full list of those expected of the post holder. It is also recognised that the duties of all posts are subject to change over time. All duties must be carried out in accordance with the Centre's equality and diversity policy, recognising and respecting the diversity of all who live and work at the Centre. We reserve the right to amend your duties with notice and where possible we will aim to get your consent.

Safeguarding

Orpheus is committed to safeguarding and promotes the welfare of all learners. We are committed to the promotion of equal opportunities.

This post is classed as having a high degree of contact with vulnerable adults and is exempt from the Rehabilitation of Offenders Act 1974. It is therefore subject to an Enhanced disclosure through the Disclosure Barring Service.



Dance Majors at Orpheus



A new student is introduced to the range of activities they can participate in at the Orpheus Freshers Fair.

Orphest is the annual inclusive arts festival held at The Orpheus Centre.



Students and staff at The Orpheus Centre taking part in weekly Pilates sessions.



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Orpheus

Essential

Experience

- Significant experience in a senior high value fundraising role
- High-level fundraising experience of personally securing five/six-figure donations
- Extensive track record in working with high value donors – two or more of trusts, major donors and statutory funders
- Experience of line managing teams of fundraisers
- Experience of managing and developing a diverse funding portfolio
- Experience in managing senior level volunteers and fundraising committees
- Working under pressure to timescales and objectives
- Managing the performance of others

Knowledge & Understanding

- Management and development of database/ CRM systems
- Legislative environment connected to fundraising/ communications
- Understanding of disability language and issues
- Ability to demonstrate an appreciation of the arts

Abilities & Skills

- Excellent English, writing and presentation skills
- Ability to adapt to different audiences, including donors, senior volunteers, team members, learners and all colleagues in the wider organisation
- Outstanding communication skills
- Resourcefulness
- Resilience
- The ability to build and maintain professional relationships
- Creative thinking
- Project management
- Sales and negotiation abilities
- High expectations of yourself, the organisation, other people including staff, volunteers and donors

Desirable

- Evidence of continual professional development
- Member of the Chartered Institute of Fundraising
- Proven success of personally securing seven-figure major gifts
- Experience of leading a multi-million pound appeal

Examples of the Art Majors' excellent building and multimedia artwork.



“I will be eternally grateful that you showed me how to ‘believe in myself’.”
Orpheus Student



Equality, Diversity and Inclusion

At Orpheus, we are committed to advancing equality of opportunity, respecting and celebrating difference, eliminating discrimination, harassment and victimisation and fostering good relations between all who work, learn or use our services. We want to ensure we recruit the full diversity of people at Orpheus and all are able to reach their full potential. The Orpheus Centre's Equality Diversity and Inclusion Policy can be found [here](#).

We are very lucky to have passionate and committed people who take their own time to support our diversity and inclusion at Orpheus.

We have five Diversity and Inclusion Champions: BAME, LGBTQIA+, Ability/Disability, Wellbeing, Family, and Menopause. Throughout the year, they work with our staff to promote a positive environment and culture, where we all can bring 100% of ourselves to work.

Employee Benefits

- 30 days annual leave in addition to bank holidays
- 6% employer pension contributions (5% employee pension contributions)
- Enhanced maternity leave
- 5 days paid sick leave in a rolling 12-month period
- 5 days paid bereavement leave
- 3 days paid time off for dependents per year
- Free staff lunches
- Employee Assistance Programme
- Death in Service Benefit


Our diversity champions act as a friendly face for current staff and people considering working at the Orpheus Centre to ask questions or raise concerns.


The Orpheus Centre is proud to be a **disability confident employer**. We have made a positive commitment to employing disabled people. Reasonable adjustments will be made to the recruitment procedure as required in consultation with the applicant to ensure no-one is disadvantaged because of their disability. If a disabled person is selected for a position, reasonable adjustments will be made to the workplace, including premises and equipment, work duties and practices or policies, as appropriate. All disabled applicants who meet the minimum criteria for the role as set out in the role profile and person specification will be considered for an interview.

Application

The Orpheus Centre are partnering with **Emily Birch** at **QuarterFive Fundraising Recruitment** for this appointment.

For a confidential discussion of this role and to make an application, please contact Emily via:

 emily@quarterfive.co.uk

 07851 879269

The deadline for applications is **Wednesday 23rd October**.

QuarterFive - Equality, Diversity & Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Emily by email emily@quarterfive.co.uk or call 07851 879269.



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quarter5
fundraising recruitment



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This job pack has been created by QuarterFive, in collaboration with The Orpheus Centre.

QuarterFive is a specialist agency for charities and fundraisers. We provide clients with access to the best talent in the sector, and offer candidates expert support in securing their next fundraising role.