

**STRATFORD
EAST**

**DEVELOPMENT MANAGER
MAY 2024**



STRATFORD
HERE FOR
GREAT THEATRE **EAST**





WELCOME

Thank you for your interest in the post of **Development Manager**.

This pack includes information on Stratford East, the job description, person specification and details on how to apply. Please read all the information carefully before starting your application. Only relevant information will be considered when shortlisting applicants for interview. You may find it helpful to look at the Stratford East website www.stratfordeast.com for general information on the theatre's policies, current programme and past history.

We would like all applicants to know that if they need additional support during the recruitment process we are happy to make reasonable adjustments.

The deadline for receipt of completed applications is **Midday on Tuesday 28 May**. Applications received after Midday on the deadline date will not be accepted.

It is intended that initial interviews will take place on week commencing 03 June.

We may ask you to carry out a task as part of the interview process. We give as much notice as possible ahead of a task. We are happy to make reasonable adjustments for applicants, if needed, to complete the task.

If you have questions about the recruitment process, or need assistance, please contact recruitment@stratfordeast.com

Stratford East is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from disabled people and people of all ethnicities.

HOW TO APPLY

To apply for the post, please:

- Complete an application form. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification
- Complete the optional equal opportunities monitoring form via this [link](#)
- Enter your details on our [online submission form](#) and upload the application form
- When submitting your application form via our website, please ensure your full name is part of the file name of the document you upload
- Do not submit CVs, as these are not accepted

Supporting statements can be submitted in written, video or audio format, please see the application form for more details.

SAFER RECRUITMENT PRACTISES

Stratford East is committed to safeguarding and embeds safeguarding in all of its working practices.

As part of our recruitment process, we ask applicants to agree to undertake a DBS check and complete a self-disclosure form, if applicable to the role.

If required, applicants will need to complete a self-disclosure form if invited to an interview. The completed form should be brought to the interview in a sealed envelope, marked 'confidential'. The envelope will only be opened, and the contents reviewed, as part of our referencing process, if the candidate is successful. All unopened disclosure forms will be shredded.

References are only sought for successful candidates, when referees are approached, we will ask them to assess the candidate's suitability for the role if it involves working with children, young people, and vulnerable adults.





STRATFORD EAST

Stratford East is here to make truly great theatre in an atmosphere that welcomes all, with extraordinary shows that are affordable by all in the beating heart of East London.

Stratford East is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. We have a proud history and an exciting future. We represent our culturally and socially diverse community in the work we make, the people we employ and our audiences and participants. We tell stories that are current, political and representative of London.

From 1953 – 1979 the theatre was the home of Joan Littlewood’s legendary Theatre Workshop Company which received international recognition with their acclaimed productions such as *Oh, What a Lovely War!* and *A Taste of Honey*. Many leading actors, writers and directors have been part of the Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo.

Under Nadia Fall’s Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work. Our current season includes a new production to celebrate the 30th Anniversary of Jonathan Harvey’s coming-out and coming-of-age story *Beautiful Thing*, *Jack and the Beanstalk* as our annual pantomime, and a revival of the Stratford East hit musical *The Big Life*.

We run a Learning and Participation offer that is accessible and inclusive to all. We run a range of programmes to create a lasting impact for our local community which aims to:

- provide routes into the industry, across all theatre departments, with a particular focus on diversifying those coming into the workplace; and
- provide opportunities to people of all ages to develop their creative talents and engage with the theatre’s work, ensuring there is a creative outlet to the widest possible constituency.

GOVERNANCE AND FINANCES

Stratford East is a registered charity (Charity Name: Pioneer Theatres Ltd) and a company limited by guarantee. Stratford East Trading Limited is a subsidiary of the charity and operates the bar and catering provision. We are overseen by a non-executive Board of Directors chaired by Dame Margaret Hodge MP. The Board delegate day-to-day management of the theatre to its Executive Team: Nadia Fall (Artistic Director and CEO) and Eleanor Lang (Executive Director).

We have an annual turnover of approximately £3.5m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Newham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.





JOB DESCRIPTION

Job Title:	Development Manager
Reporting to:	Finance Director
Direct Reports:	Development Assistant
Working with:	Executive Director, Freelancers, Development Board

MAIN PURPOSE OF THE ROLE

This position will play a leading role in the Stratford East's fundraising ambitions, supporting the Finance Director and Executive Director to implement and deliver our fundraising strategy, with our 140th anniversary at its heart. The role will particularly focus on finding, developing and maintaining relationships with new and current donors and members. While your focus will be on our individual donors and members your remit will span all areas of fundraising, including trusts and corporate opportunities.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Individual Giving

- Manage a portfolio of individual donors including networking, identifying, cultivating, and stewarding
- Working with the whole team, plan and deliver cultivation and stewardship events
- Support the Artistic Director in maintaining relationships with key donors
- Use audience and fundraising data to inform a strategic approach to widening the donor base and increasing giving
- Oversee Stratford East's membership scheme, and support the Development Assistant to deliver it
- Work with the Development Assistant to ensure an effective and robust supporter and prospect management system on Stratford East's CRM system Spektrix.

Corporate Partnerships and Memberships

- Work with the Finance Director to manage corporate supporters and prospects including networking, cultivating, stewarding, delivering benefits, writing compelling applications and attending pitches
- Work with the Development Assistant to coordinate research into prospective sectors and companies, and compile lists of key targets
- Work with the Development Assistant to ensure an effective and robust pipeline management system on Stratford East's CRM system Spektrix.

Trusts and Foundations

- Research Trusts and Foundations, Livery Companies and public funders working with the Finance Director and Executive Director to prioritise applications
- Manage a small portfolio of Trust and Foundations including engaging, establishing, and building relationship with key contacts, and ensuring that applications for funding are tailored, deliverable and accurate
- Expertly steward a portfolio of existing Trust and Foundation supporters including regular up to date reports to meet requirements of funders
- Work closely with the Executive Director on the compilation and submission of reports to grant funders and foundations.



Fundraising strategy

- Support the Finance Director in managing the Development budget including monitoring expenditure
- Support the Finance Director with Trustee and Development Board engagement
- Work with the Finance Director to plan the year including key cultivation moments, and priorities

Other Duties

- Work in line within Stratford East's GDPR policy
- Be familiar with and abide by all Stratford East's Company Policies including, but not limited to, our Equal Opportunities Policy, Dignity at Work Policy and Health and Safety Policy
- Support and advocate for Stratford East, its mission, aims and activity
- Maintain an active role in Stratford East's anti-racism, anti-ableism and environmental sustainability work
- Undertake any other duties as appropriate to the post





Person Specification	Essential	Desirable
Experience and Knowledge		
Demonstrable experience in fundraising and securing funds from individuals, trusts and corporates	X	
Experience of managing high-level donors	X	
Proven track record in meeting ambitious income targets	X	
Experience of managing and reporting on budgets	X	
Knowledge of trends, techniques and best practice in arts fundraising		X
Experience in working in the performing arts or other arts/cultural organisation		X
Experience in organising events		X
Understanding of GDPR, Gift Aid and compliance associated within fundraising		X
Aware of social, political and economical issues in East London and be able to identify the opportunities and challenges these may present		X
Skills		
Excellent communication and presentation skills	X	
Exceptional interpersonal and relationship building skills with the ability to adapt confidently at all levels	X	
Confident negotiation & networking skills	X	
Experienced at making things happen, with great influencing skills	X	
Excellent organisational and project management skills, with the ability to manage a busy workload and deliver to deadlines	X	



Personal Attributes (Cont.)	Essential	Desirable
Highly motivated and target orientated with the ability to thrive under pressure	X	
Entrepreneurial spirit with an ambitious and motivated mind-set	X	
Resourceful attitude to problem solving	X	
Collaborative approach with the ability to work effectively as part of a team	X	
An interest and commitment to the work of Stratford East	X	

INFORMATION

Contract type:	Permanent, Full time
Salary:	£38,000 - £40,000 (depending on experience)
Hours of Work:	40 hours a week. Usual office hours are Monday to Friday 10am to 6pm, with occasional evening/weekend work required for which an informal TOIL system is in operation.
Holidays:	30 days per annum including bank holidays. This will increase by 1 day for each full holiday year of service completed to a maximum total of 33 days.
Probation:	6 months
Notice Period:	2 months (after probation)
Pension:	Up to 5% matched pension contribution after qualifying period
Other Benefits:	Season ticket loans, Cycle to Work Scheme, complimentary theatre tickets, staff catering discount, Employee Assistance Programme (support and advice via phone and online for on various matters including legal, debt, counselling etc.)