



## WHO WE ARE

**Our mission is to provide a welcoming home for creative adventures and human connection; to offer incredible theatre and opportunities to learn and exchange ideas.**

Tobacco Factory Theatres is a professional theatre and arts charity that packs a punch. Setting up home on the first floor of the previously derelict Wills Tobacco building in South Bristol in 1999, we are anything but ordinary. Our unique setting makes for electrifying experiences and we deliver these in our trademark adventurous spirit.

We work with local artists and internationally renowned theatre makers to both produce and present bold theatre that challenges perceptions, kick-starts conversations and connects communities. We put people at the heart of our vision, giving them a platform to tell their own stories in their own way.

We offer a welcoming home for creative adventures and human connection; not just through incredible theatre but also through our Get Involved programme, with opportunities to learn, exchange ideas and attend special events. We are a charity and we present work for everyone and by everyone, working with our community both on and off the stage. We reach between 70,000-100,000 people each year.

## INCLUSION AND DIVERSITY

**Our vision is to build an inclusive creative community rooted in our home in South Bristol. Our inspirational theatre will take people on creative adventures, nurture talent and provide life-changing opportunities.**

The unforgettable experiences we offer are founded in our belief in the values of creativity, kindness and diversity and we want everybody to be able to benefit from those experiences. To do this we want to make our programmes and our spaces feel accessible, welcoming and relevant to all. We are thus committed to championing diversity and inclusion across our audiences, beneficiaries, staff and Board.

We particularly encourage applications from people who identify as BAME, disabled, LGBTQI+ or working class.

"The future of theatre lies in places like this."  
Jonathan Miller

—  
**Patron** Mrs Mary Prior CVO MBE

**Trustees** Sarah Smith (Chair), Andrew Allan-Jones, Michael Forrest, Bertel Martin, Claudia McVie, Mark Panay, Matt Penneyard, Anna Southall OBE  
Company no. 04536120 / Charity no. 1097542



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## JOB ROLE: HEAD OF FUNDRAISING AT TOBACCO FACTORY THEATRES

### SCOPE

With over 15% of our income raised through fundraising and a further 70% through earned income, Tobacco Factory Theatres thrives on the passion and commitment of its hard-working staff and the support of the individuals, Trusts and Foundations and businesses it inspires. This ambitious organisation is looking for a passionate, intuitive, innovative, committed individual to take on a new position of Head of Fundraising, leading, managing and developing our fundraising team.

The Head of Fundraising will hold responsibility for achieving agreed income targets annually to contribute to the organisation's core running costs and to contribute to major fundraising campaigns, in order to realise our vision and mission.

### MAIN DUTIES AND RESPONSIBILITIES

- Leading, developing and implementing an inspiring revenue fundraising strategy ensuring that opportunities for generating income are maximised and the annual targets are met
- Overseeing the Fundraising team's work-plans that build and maintain relationships with trusts, foundations, companies and individuals, and developing applications and requests for funding at the right time
- Developing and overseeing the donor communications plan and donor stewardship plan, managed on a day to day basis by the Development team
- Developing and overseeing the Trust and Foundations applications
- Managing and developing relationships with Major Trusts and Foundations and Major Donors
- Managing and developing relationships with businesses to increase income through business support, sponsorship and advertising
- Developing and writing key funding bids to major trusts, Arts Council England and Bristol City Council
- Setting and overseeing capital fundraising strategies, including bringing in additional resources as required.
- Working closely alongside the Head of Marketing to faithfully communicate the organisation's brand, mission and vision to stakeholders.
- To be an informed and enthusiastic member of the Senior Management Group

### Key areas:

#### Fundraising strategy

The organisation's revenue fundraising strategy will cover all Trust and Foundation applications, individual giving (regular and one-off), major donors, corporate sponsorship and affinity promotions, legacy giving and fundraising events.

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### **Trust and Foundations**

Tobacco Factory Theatres has a successful track record in Trust and Foundation fundraising. We have recently completed a major capital project with a fundraising target of c£1.5m. We have since been reengaging with Trust and Foundations and we have identified potential for significant growth in this area. Working with the fundraising team the Head of Fundraising will develop and oversee the Trust and Foundation strategy, preparing trust applications from the largest to smallest trust funders for one off and regular funding.

### **Individual giving**

Tobacco Factory Theatres receives loyal support from individuals through a variety of membership and individual giving schemes. The Head of Fundraising will oversee engagement with our members and Major Donors, developing and implementing an ambitious membership growth strategy, incorporating membership development, recruitment and retention.

### **Corporate giving**

The Head of Fundraising will work to develop and increase support from the Business Community. Growing the theatres thriving Business Club network currently comprising 30 businesses; creating networking and hospitality opportunities for the businesses, and encouraging further support from them through events and sponsorship.

Actively seeking and negotiating sponsorship from potential commercial sponsors for our in-house and co-produced shows, and for other aspects of our programmes of work including our expansive Get Involved programme.

### **Arts Council England and Bristol City Council**

Tobacco Factory Theatres is an Arts Council National Portfolio Organisation and receives Cultural Investment Programme Openness funding from Bristol City Council, both of which run until 2022. This is a key time for Tobacco Factory Theatres as we develop and implement our vision for the future. The Head of Fundraising will work closely with the Artistic and Executive Directors to play an integral role in developing and writing our key funding bids to Arts Council England and Bristol City Council.

### **Capital**

Since its inception Tobacco Factory Theatres has run several large capital projects to improve facilities for audiences, artists and building users. The Head of Fundraising will play an active role in setting and overseeing capital fundraising strategies for capital projects when required.

### **We would like to hear from people who:**

- Have demonstrable experience of developing and implementing revenue fundraising strategies and inspiring and leading a team in their successful delivery

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- Have demonstrable experience of Trust and Foundation fundraising with a significant track record of success and understanding of the process of identifying prospects, crafting written proposals and managing long term relationships
- Have demonstrable experience of Major Donor fundraising and stewardship
- Have demonstrable experience of making the 'ask' and closing the deal successfully
- Have proven ability to prepare and deliver compelling, confident presentations and engage a wide range of audiences in large groups and face-to-face settings
- Have an excellent personal manner and ability to develop strong personal relationships
- Have proven ability to work with high level external contacts
- Have exceptional verbal and written communication skills
- Are organised with meticulous attention to detail
- Have cultivation event management and delivery experience
- Are creative thinkers
- Are proactive and dynamic, a self starter
- Are an inspiring leader and committed to working as part of a team
- Have strong IT skills
- Have demonstrable experience of managing budgets and financial controls
- Have an interest and enthusiasm for theatre and the value of the cultural sector

#### **What you will get from the role:**

- 30 days holiday including bank holidays (pro rata)
- Auto enrolment into our pension scheme
- Access to our Cycle to Work scheme
- Two complimentary tickets to each in-house production press night and one complimentary ticket for most visiting company productions.
- To be part of the tight knit, passionate, hard working and committed Tobacco Factory Theatres family.

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## TERMS & CONDITIONS

|                     |   |
|---------------------|---|
| Hours per week:     | 24 hours (primarily across 3 days)<br>We will consider flexibility of hours for the right candidate |
| Salary:             | £35,000 pa (pro rata)   |
| Contract:           | Permanent   |
| Holiday:            | 30 days inc bank holidays (pro rata)  |
| Employer            | Tobacco Factory Arts Trust  |
| Location of post:   | Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF  |
| Responsible to:     | Executive Director  |
| Responsible for:    | Development team  |
| Probation period:   | Six months  |
| Notice period       | Three months  |
| Applications by:    | 10am, Mon 30 March 2020. We regret that applications received after that time cannot be considered. |
| Interviews:         | Week starting 06 April 2020   |
| Start date          | As soon as possible   |
| Application method: | Application form only   |

## HOW TO APPLY:

**If you have questions** about this opportunity before you apply, please contact David Dewhurst, Acting Executive Director on 0117 9020345 or [david@tobaccofactorytheatres.com](mailto:david@tobaccofactorytheatres.com).

You can find more information about Tobacco Factory Theatres on our website: [tobaccofactorytheatres.com](http://tobaccofactorytheatres.com)

**To apply** for this position please fill in the application form and equal opportunities monitoring form which can be downloaded from our website [here](http://tobaccofactorytheatres.com), and email it to [recruitment@tobaccofactorytheatres.com](mailto:recruitment@tobaccofactorytheatres.com). In the subject bar please write 'Head of Fundraising'. Alternatively you can post the application and equalities monitoring form to: Recruitment, Tobacco Factory Theatres, Raleigh Road, Southville, Bristol, BS3 1TF.

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If you would rather submit a video or audio file answering the questions in the application form, please contact the Theatre Administrator at [theatre@tobaccofactorytheatres.com](mailto:theatre@tobaccofactorytheatres.com) or 0117 902 0345. We are keen to remove any barriers for applying, so please get in touch if you have any concerns.



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