

## DEVELOPMENT DIRECTOR

### Application Pack

#### WHO WE ARE



**“It’s just made me even more creative and probably made me a better, happier person”** Participant, Young Theatre Makers

**“Coming here has just really opened my eyes to what theatre can be.”**  
Erica, Young Theatre Maker & Assistant Facilitator



**“Thrilling fresh look at Arthur Miller’s masterwork... outstanding update on one of the great plays of the 20th Century”**

The Stage on Tobacco Factory Theatres’ production of  
Arthur Miller’s *A View From the Bridge*, directed by Mike Tweddle



**“Delightfully whimsical... this show is ready to smack a big smile over your face.”**  
Broadway World on Tobacco Factory Theatres’ production of *The Borrowers* by Mary Norton

**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 much-loved independent theatre and arts charity, located in a re-purposed factory and operating two flexible theatre spaces. Born out of an experiment 20 years ago, we are continually developing and our vision is to build an inclusive creative community rooted in our home in South Bristol. Our unique setting makes for electrifying experiences and we deliver these in our trademark adventurous spirit.

We want our inspirational theatre to take people on creative adventures, nurture talent and provide life-changing opportunities. Through our varied and highly regarded artistic programming, professional development work and creative engagement department, we use culture to bring about positive change in our community. We regularly welcome 70,000 people through our doors each year.

Over the last 15 months, we have navigated a major threat to our existence. This has involved significant challenges, but has strengthened our determination to be the best we can be. We have adapted, developed new and exciting partnerships and are committed to supporting the resurgence and strengthening of a vibrant and inclusive cultural scene for Bristol. At the end of 2021, we will celebrate our 20th birthday, which offers a chance to reflect on two decades of ambitious experimentation and growth, and articulate a vision for the next decade.

## **INCLUSION AND DIVERSITY**

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

The unforgettable experiences we offer are built on the values of curiosity, kindness, collaboration and inclusion. We want everyone who attends Tobacco Factory Theatres to feel equally welcome, respected and valued.

To achieve this, we need to make our programmes and spaces more accessible and relevant. We are thus committed to embodying and championing diversity and inclusion across our audiences, beneficiaries, staff and Board.

Whilst we welcome applications from people of all backgrounds, we encourage applications from people who have experienced barriers, exclusion or a lack of representation within theatre or the arts. We will offer a guaranteed interview to anyone who identifies as such, providing they meet the skills and experience specified for this role under the heading 'We would like to hear from people who...'.

**Job title:** Development Director

**Reports to:** Executive Director

**Responsible for:** Freelance Development Specialists

## **JOB DESCRIPTION: DEVELOPMENT DIRECTOR**

### **SCOPE**

Tobacco Factory Theatres thrives on the passion and commitment of the many individuals, Trusts and Foundations and businesses it inspires to support our work. Prior to the Covid-19 pandemic, fundraised income represented 20% of our income streams. As we rebuild from the pandemic, we are looking for a strategic, intuitive, relationship-building individual to lead an inspiring revenue fundraising strategy. The scope of the role is varied and set out in detail below. In time, we anticipate rebuilding our Development team, and so the nature of this role will evolve. But for the time being, we seek an individual who will roll their sleeves up along with the rest of the senior management team, and be engaged in hands-on delivery of all aspects of the development programme and take pride in contributing to the exceptional work that Tobacco Factory Theatres delivers.

As part of the Senior Management Team, you will work closely with the Marketing Director to craft the ways in which we tell the story of who we are, the difference we hope to make, and all we're doing to achieve it. At Tobacco Factory Theatres, the marketing and development teams work side by side to communicate with our audiences, partners and stakeholders, with a joined-up approach to a communications strategy.

The Development Director will hold responsibility for achieving agreed income targets annually and will maximise generating income from a wide range of fundraising channels, including via local and national government as well as more traditional places, and take an innovative approach to introducing digital channels.

### **KEY AREAS**

#### **Strategic planning**

Leading, developing and implementing an inspiring revenue fundraising strategy ensuring that opportunities for generating income are maximised and the annual targets are met. This is likely to include:

- Creation of a 3-5 year strategic fundraising plan across all fundraising channels, setting out clearly defined annual targets
- Lead the creation of varied cases for support for unrestricted, project, core and capital funding
- Consistent use of data and research to build pipelines appropriate for Tobacco Factory Theatres' programme of work

- Together with the Executive and Artistic Directors, the building of relationships with key sector partners and funders, including statutory sources of funding, and across all fundraising channels

### **Leadership and management**

- Contribution to the senior management team and long-term strategic planning and income generation streams of the organisation.
- Manage external contracted freelancers for fundraising work, and build the case for capacity building of the development team over the next few years.
- Create a Development Team work-plan that builds and maintains relationships with trusts, foundations, companies and individuals, develops applications and requests for funding at the right time, and includes a donor communications and stewardship plan.
- Engagement with the full staff team at Tobacco Factory Theatres to drive active involvement with fundraising activities.

### **Trust and Foundations**

Currently, Tobacco Factory Theatres works with a freelance specialist to research and write Trust bids. This may change in time, but the role will need to:

- Oversee a timely and strategic approach to a Trusts pipeline.
- Oversee the writing of bids, editing as necessary.
- Oversee the evidence gathering, reporting and thanking process.

### **Individual giving**

The Development Director will be responsible for developing and implementing an ambitious growth strategy for regular giving incorporating membership development, recruitment and retention, through to major donor recruitment and retention.

Tobacco Factory Theatres has received loyal support from individuals through a variety of membership and individual giving schemes, including at major donor level since 2012. Reconnecting with donors and creating new campaigns for support using the theatre's new vision for the next 10 years will be a key priority for this new role, including

- Creation of regular giving and campaign programmes, with different levels of giving and movement up the ladders.
- Prospect research on HNW individuals, which will include the use of the Tobacco Factory Theatres audience database, publicly available information, and other relevant tools
- Delivery of a high standard of cultivation events throughout the year
- Making the ask, or support the Executive Team to make the ask
- Establishing robust relationship management systems and ensuring excellent stewardship of donors to include the thanking, reporting and developing of all donors and donor relationships

### **Corporate giving**

The Development Director will work to develop and increase support from the Business Community. This will include growing the theatre's Business Club network currently comprising 30 businesses, creating networking and hospitality opportunities for the

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**Patron** Mrs Mary Prior CVO MBE

**Trustees** Sarah Smith (Chair), Joseph Bell, Mike Forrest,  
Ewen Macgregor, Mark Panay, Christelle Pellecuer, Matt Penneyard,  
Company no. 04536120 / Charity no. 1097542



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businesses, and encouraging further support from them through events and sponsorship.

It will also include 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 Development Director will work closely with the Artistic and Executive Directors and the Marketing Director 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 Development Director 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 a wide range of experiences across a number of fundraising channels, with proven strategic approaches
- Have a proven track record in successful 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 relationships with a variety of supporters
- 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 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
- Have the experience to develop, manage and motivate a team.

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### Applicants may also have:

- Demonstrable experience of developing and implementing revenue fundraising strategies and inspiring and leading a team in their successful delivery
- 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
- Experience of implementing digital channels for fundraising

### What you will get from this role:

- 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.

### TERMS & CONDITIONS

**Contract:** Permanent

**Hours per week:** 0.6 - 0.8 FTE (3 - 4 days per week) - to be agreed with the successful candidate.

**Annual salary:** £34,000 pro rata

**Hours:** A four day week at the theatre would constitute 32 hours. Occasional evenings will be worked but weekend work is rare. Exact hours will be agreed in advance of your start date with your line manager.

**Holiday:** 30 days (pro rata) per year including bank holidays.

**Employer:** Tobacco Factory Arts Trust

**Location of post:** Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF.

**Probation period:** Six months during which notice will be one week

**Notice thereafter:** Three months

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## APPLICATION PROCESS

All applications will be considered.

Whilst we welcome applications from people of all backgrounds, we encourage applications from people who have experienced barriers, exclusion or a lack of representation within theatre or the arts. We will offer a guaranteed interview to anyone who identifies as such, providing they meet the skills and experience listed under the heading 'We would like to hear from people who...' in the section above.

If you require an Application Pack in an alternative format or have any questions about this role or the application, please contact [theatre@tobaccofactorytheatres.com](mailto:theatre@tobaccofactorytheatres.com) or 0117 9020345

### To apply:

To apply for this position please email [recruitment@tobaccofactorytheatres.com](mailto:recruitment@tobaccofactorytheatres.com) with the subject 'Development Director' and include all of the following:

- Your CV including two referees
- A cover letter (max 2 sides of A4) or film/audio file detailing relevant experience and why you would like this role
- One example of your prior work
- A completed Equalities Monitoring form

**Deadline:** 5pm on Mon 02 August 2021.  
Applications received after that time cannot be considered.

**Interviews:** Week beginning Mon 09 August 2021.

**Start date:** ASAP following offer.

### Image credits (page 1)

Bottom left: Jack Offord

Tobacco Factory building: by Tobacco Factory Theatres

All others by Mark Dawson Photography

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