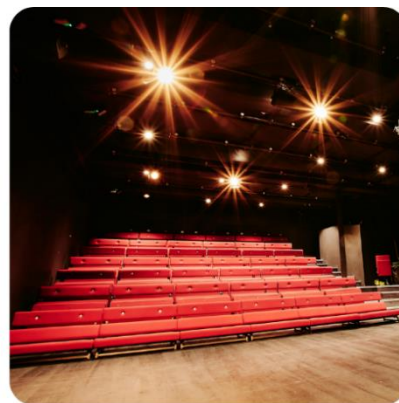


## COMMUNICATIONS AND FUNDRAISING DIRECTOR

### 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’s 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’s 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. Pre-Covid we were welcoming 70,000 people through our doors each year.

Over the last two years 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.

## **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 have'.

**Job Title:** Communications and Fundraising Director

**Reports To:** Executive Director & Artistic Director

**Responsible for:** Marketing, Fundraising and Sales teams

## SCOPE

As Communications and Fundraising Director you will lead our work across marketing, box office, sales and fundraising. This new joined-up department will drive forward income generation from audiences, individuals, businesses, trusts and foundations. You will take lead responsibility for telling our story to a range of stakeholders to raise the profile and reach of our organisation.

We recognise the unique nature of this role and understand it is likely that applicants may have more experience in one area and less in another. We are willing to support the right candidate into this role with training and mentoring, please don't let a lack of experience in one field put you off applying. With several positions in the department still to be recruited, we see this as an excellent opportunity for the Communications and Fundraising Director to shape a team that fits around their specific areas of expertise.

## JOB DESCRIPTION

The Communications and Fundraising Director will work closely with the Artistic and Executive Directors, playing a senior role in the strategic leadership of Tobacco Factory Theatres.

You will set the strategy and conditions for income generation across ticket sales, memberships, donations and grant bids to support the charitable aims of our organisation. You will form, lead and manage the marketing, sales and fundraising teams, ensuring income targets are achieved and our story is communicated.

As Communications and Fundraising Director, you will 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, to our audiences, partners and stakeholders. You will be responsible for developing and managing the organisation's brand, image and PR strategies and overseeing marketing and press campaigns for all visiting companies and in-house productions, developing effective digital optimisation of the brand to grow audiences.

You will nurture, develop and build relationships with members, donors and trusts and foundations, implementing an ambitious growth strategy for trust fundraising and regular giving, incorporating membership development, recruitment and retention, through to major donor recruitment and retention.

You will form and oversee the work of the Marketing and Fundraising teams, including line managing the Audience and Memberships Manager and Box Office staff, ensuring the Sales and Fundraising department is led by stakeholder feedback and data to drive key decision-making processes.

## KEY AREAS OF WORK

### Strategic planning

- Developing an inspiring communications strategy by which we tell our story to a wide range of stakeholders both locally and nationally.
- Lead, develop and implement the strategy and conditions by which the income generated by ticket sales at Tobacco Factory Theatres (pre covid at c75% of turnover) is achievable, and for the growth in this income and audiences annually. This will include:
  - Developing and implementing the organisation's audience development strategy to diversify and increase the reach of our audience and achieve our annual sales targets.
  - The creation of a new digital marketing strategy, to include the research and planning for an upgrade to our website digital marketing assets.
  - The development of Tobacco Factory Theatres brand, press and PR strategies in order to communicate our vision and values
- Lead, develop and implement an inspiring revenue fundraising strategy, ensuring that opportunities for generating income are maximised and the annual targets are met. This will include:
  - Creation of a 3-5 year strategic fundraising plan across all fundraising channels, setting out clearly defined annual targets
  - Lead the creation of appropriate 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, building relationships with key sector partners and funders, including statutory sources of funding, and across all fundraising channels

### Leadership and management

- As part of a senior management team with the Artistic Director and Executive Director, set and oversee the long term strategic planning and income generation for the organisation.
- Lead and oversee the marketing, sales and fundraising department's income and spend targets and the line management, support and personal development of all department staff. To include:
  - Planning and managing the budget for the department, including allocating budgets to the team and working with those colleagues to ensure budgets are appropriately spent
  - Line managing and overseeing responsibilities and work of all staff within your team, setting work plans to achieve the strategy and targets of the department. Managing external contracted freelancers, and building the case for capacity building of the team over the next few years.
  - Engaging with the full staff team at Tobacco Factory Theatres to drive active involvement with sales, communications and fundraising activities.
  - Working with the Operations Team to ensure all public-facing staff are well-informed of upcoming programme details, brand and standard processes/policies.

### Marketing & Communications

- Set and oversee the marketing strategy to ensure the meeting of box office targets set across all shows, to include
  - Planning, developing and implementing the organisation's audience development strategy for both new and returning audiences
  - Researching, developing and leading the upgrade or replacement of the website, ensuring it fits our vision.
  - Optimising the use of Spektrix, Google Analytics and other platforms to enable ongoing detailed analysis of audience data with a focus on both new and returning audiences
  - Overseeing the branding of the organisation, including liaising with other departments about how the brand applies to them and their communications including print creation
  - Planning, developing and implementing the organisation's Press & PR Strategy. This will include specific outputs around profile pieces as well as previews/reviews both locally and nationally.
  - Work closely with the Executive Director to develop the organisation's pricing strategy across shows

## Fundraising

- Develop and implement an ambitious growth strategy for regular giving incorporating membership development, recruitment and retention, through to major donor recruitment and retention. Reconnect with donors and create 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
- Working closely with the appropriate department, develop the case for support and oversee
  - A timely and strategic approach to a Trusts pipeline.
  - The writing of bids, editing as necessary.
  - The evidence gathering, reporting and thanking process.
- Develop and increase support from the business community. This will include
  - Growing the theatre's Business Club network; 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 2023. This is a key time for Tobacco Factory Theatres as we develop and implement our vision for the future. The Communications and

Fundraising Director 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 projects

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

## Other

- To be an informed and involved member of the Senior Management Group, including deputising for the Artistic Director and Executive Director in their absence.
- To represent Tobacco Factory Theatres and grow our profile on a local and national level, both within and beyond the theatre industry.
- To attend staff meetings and away days, and other theatre events including season launches and press nights.
- To attend productions and community engagement events at Tobacco Factory Theatres.
- To abide by the Tobacco Factory Theatres Equality, Diversity and Inclusion Policy.

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

- A proven track record in marketing, communications or fundraising at a senior level, within the arts or an equivalent sector, including leading on an organisation's overall communications and fundraising strategies.
- Experience of leading a staff team and demonstrable experience of managing budgets and financial controls.
- Experience of developing and delivering successful marketing campaigns within the arts sector including image creation and print design.
- Experience of developing and delivering digital marketing campaigns.
- Experience of audience development initiatives.
- Experience of data collection and data analysis of theatre audiences and working with these to implement change in marketing strategy.
- A strong understanding of GDPR and other data protection issues for arts organisations.
- Demonstrable experience of developing and implementing revenue fundraising strategies and inspiring and leading a team in their successful delivery
- A wide range of experiences across a number of fundraising channels, with proven strategic approaches
- A proven track record in successful Major Donor fundraising and stewardship
- Demonstrable experience of making the 'ask' and closing the deal successfully
- An excellent personal manner and ability to develop strong relationships with a variety of supporters
- Proven ability to prepare and deliver compelling, confident presentations and engage a wide range of audiences in large groups and face-to-face settings
- Cultivation event management and delivery experience
- Excellent verbal and written communication skills
- Strong organisational skills with meticulous attention to detail
- Are creative thinkers
- Are proactive and dynamic, a self starter
- A desire to work as part of a team

- An interest and enthusiasm for theatre and the value of the cultural sector
- The experience to develop, manage and motivate a team.

**Applicants may also have:**

- Experience of working as part of the strategic senior leadership of a cultural organisation.
- Experience of demand-led pricing and Spektrix box office system.
- Experience of working across an organisation to implement an audience development strategy.
- Experience of website development.
- 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
- Experience of best practice with regard to Equality, Inclusion, Diversity and Belonging.

**TERMS & CONDITIONS**

<b>Contract:</b>	Permanent
<b>Hours per week:</b>	0.8 – 1.0 FTE (4 – 5 days per week) – to be agreed with the successful candidate.
<b>Annual salary:</b>	£38,000 pro rata (dependent on experience)
<b>Hours:</b>	A five day week at the theatre would constitute 40 hours. Occasional evenings will be worked but weekend work is rare.
<b>Holiday:</b>	30 days (pro rata) per year including bank holidays.
<b>Employer:</b>	Tobacco Factory Arts Trust
<b>Location of post:</b>	Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF.
<b>Probation period:</b>	Three months during which notice will be one week
<b>Notice thereafter:</b>	Three months

## 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 have' above.

If you require an Application Pack in an alternative format or have any questions about this role or the application, please contact David Dewhurst, Executive Director or Mike Tweddle, Artistic Director at [theatre@tobaccofactorytheatres.com](mailto:theatre@tobaccofactorytheatres.com)

### To apply:

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

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

**Deadline:** 10am on Monday 28 February 2022.  
**Applications received after that time cannot be considered.**

**Interviews:** Week beginning Mon 28 February 2022.

**Start date:** ASAP following offer.