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2024

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HARROGATE  
THEATRE

*Photo credit: Josh Hawkins*

# **HARROGATE THEATRE**

## **FUNDRAISING MANAGER RECRUITMENT PACK**



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**‘THIS THEATRE IS DOING MORE THAN PUNCHING ABOVE ITS WEIGHT, IT HAS ADOPTED A STRIKING NEW PROFILE.’**  
— THE STAGE



## **About Harrogate Theatre**

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Harrogate Theatre is a home for stories, music, dance and comedy, where everyone is invited. We present a broad programme of live performance to entertain and intrigue audiences; bringing people together to hear diverse stories and share memorable experiences.

At the heart of the organisation is a commitment to nurturing emerging and established talent. We support artist development, offer our resources to local community and amateur theatre groups, and deliver a thriving education and participation programme.



### 2022/23 Achievements:

- **£4.2** million turnover
- Over **134,000** tickets sold through box office
- **70%** average attendance of capacity
- **11** artists/companies associated artists supported
- **295** youth theatre workshops delivered
- **10** performances took place in step-free venues to improve access
- Around **£20 million** economic impact to Harrogate district

Harrogate Theatre is run by Harrogate (White Rose) Theatre Trust Ltd (HWRTT), which is a registered charity.

Harrogate Theatre is funded by North Yorkshire Council and also receives project funding from Arts Council England. The theatre is a 'mixed economy' venue that produces and co-produces its own work whilst hosting professional touring companies and presenting a programme of diverse entertainment from across the performing arts. The theatre is home to a number of local community theatre groups and also receives national recognition for the nurturing of new talent and emerging artists.

Following a decade of continual growth Harrogate Theatre, in partnership with the former Harrogate Borough Council, accepted programming responsibilities for the 2,000 seat Harrogate Convention Centre and the 1,000 seat Royal Hall in 2012 alongside the 500 seat Victorian Theatre and 60 seat Studio on Oxford Street. The four spaces are referred to collectively as 'Harrogate Theatres'. Programming responsibilities at the Harrogate Convention Centre and the Royal Hall are currently under review.

Harrogate Theatre has a busy creative engagement department, which delivers workshops and substantial support for groups in both the formal and informal educational sectors across the district. Harrogate Youth Theatre has in excess of 100 members that range from 5-18 years old and is based in the neighbouring dedicated education space Hive, at 12a Oxford Street.



## About the role

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**Responsible to:** Head of Marketing.

**Working with:** all departments to realise individual giving and fundraising event opportunities.

**Hours:** 37.5 hours per week, including some evening and weekend work.

**Salary:** £28,000 - £32,000 depending on experience.

**Holidays:** 23 days per annum (extra day after five years continual service and then one extra day every year worked after that) and public holidays.

**Terms:** Permanent on completion of a successful 6 month probationary period.

**Notice:** Two months.

The Fundraising Manager, in conjunction with the Board of Directors, the Strategic, Marketing & Operations Teams, is responsible for the fundraising success of HWRTT. This includes individual giving and fundraising events that align with the Mission Statement of the Trust. This new and vital role is a great opportunity for a sales-driven individual with a clear track record of generating income through these avenues.

- You will be motivated by ambitious targets, you will devise, deliver and manage a robust individual giving income generation strategy, working alongside the Strategic Team, Marketing, Operations and the Board of Directors.
- You will be joining the organisation at a moment of pivotal change as public funding opportunities are rapidly reducing and we look to ensure our sustainability, so funds are invested directly back into the wide range of charitable activities that HWRTT delivers for its community.
- You will be accustomed to working under pressure, with a small and committed team, to set and deliver a giving strategy aligned with the organisational vision, identifying and delivering on opportunities to increase donations and charitable giving.
- You will possess an entrepreneurial and collaborative approach, be a proficient communicator, skilled in connecting with people at all levels within the organisation and with a wide range of stakeholders including volunteers, staff, trustees, artists, clients, communities, corporate hires and business partners to work towards generating donations.
- You will spearhead new development areas that interface with the wider aspect of tourism in the town whilst building on the fundraising aims of the organisation. You will be a customer service champion for HWRTT, ensuring strategies are fully understood externally and communicated within the organisation.
- The role covers all areas of the HWRTT including all four auditoria & public spaces, the bars, Creative Engagement, the Artistic Programme and the Associate Artist Scheme.



Photo credit: Meg Terzza

## About the role

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***The following are typical of the level of duties which the post holder will be expected to perform. They are not necessarily exhaustive and other duties of a similar type and level may be required.***

You will be the first port of call for all fundraising enquiries. You will specialise in and lead on individual giving and fundraising events. You will support the wider staff team in approaches to corporate sponsors and in writing funding applications to Trusts and Foundations.

### ***Main duties:***

- To work with the Board of Directors, the Strategic Team (ST) and within the Marketing Team to build and deliver a Fundraising Strategy for HWRTT and work collaboratively with the wider organisational team to identify funding needs.
- Be the main day-to-day point of contact for fundraising and sponsorship and lead on fundraising responsibilities across campaigns and long-term revenue projects.
- Work with the ST and the Head of Marketing to research, develop and deliver Individual Giving programmes that support the work of HWRTT for the long term, to maximise donations from all avenues.
- Increase the number of individuals supporting our work through our membership scheme.
- Create a database of individual prospects and design and deliver a cultivation journey in line with each client's interests.
- Work collaboratively with colleagues to design and deliver a rolling-programme of high-quality fundraising events.
- Maintain accurate donor records, regular communication and engagement with supporters and potential supporters, complying with current fundraising regulator and GDPR legislation and best practice.
- Keep up to date with and explore new funding trends, policies and sector wide developments.
- Work with the CEO and Chair of the Board to agree priorities and hold responsibility for an agreed annual fundraising target.
- Develop a legacy giving campaign.
- Contribute to sponsorship proposals, funding applications and report writing as required.



## About the role

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### *General duties:*

- A passion for and commitment to the vision, work and values of the Trust
- Commitment to attending regular training and awareness events to develop skills and learn new ways of working
- Attend regular staff and department meetings
- Consider, and make access adjustments or recommendations in your role wherever possible.
- Supporting work placements to learn real work skills
- Provide advice and support to Associate Artists as required
- The environment is everyone's responsibility. Make environmentally conscious decisions in your day-to-day role and contribute to organisational changes.
- Maintain confidentiality when dealing with Theatre issues both internally and externally.
- Represent Harrogate Theatre at internal and external events as appropriate
- To be conscious of the work of other departments and the vision and key objectives of Harrogate Theatres and to work across departments to develop a positive and engaged organisational culture.
- Adhere to and implement the guidelines, procedures and policies for the company as detailed in the staff handbook.
- Attend productions and keep abreast of all activities within HWRTT.
- Maintain an interest in developments across the performing arts industry.
- Cover for holiday / illness in department as required.
- Other duties mutually agreed with the Chair of the Board of Directors and the Chief Executive.



## Person Specification

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### **Qualifications:**

- No formal qualifications are necessary.

### **Essentials:**

- At least three years working in a managerial role within an arts, tourism, hospitality or business to consumer organisation.
- Extensive knowledge of the fundraising landscape.
- Substantial experience of successfully delivering fundraising strategies to secure income from individuals.
- Achieved success in devising and leading individual giving campaigns.
- Experience of designing and managing donor journeys with insight into why people give to the arts and culture.
- Previous experience of event management, design and delivery ideally in a fundraising capacity.
- Demonstrable experience of developing and delivering successful sponsorship approaches and proposals.
- Demonstrable understanding and compliance with charity and fundraising regulations, and applying fundraising best practice, GDPR and other relevant legislation.
- Excellent interpersonal and communications skills, including strong written, team working and negotiation skills at multiple levels.
- A self-starter and self-motivated.
- Knowledge of research and data collection/analysis.

### **Desirable:**

- Educated to degree level in a relevant arts or business qualification.
- A passion for culture and ideally knowledgeable about the performing arts.
- Excellent working knowledge of Spektrix or similar systems.
- Knowledge of Arts Council England and public funding schemes and / or knowledge of putting together complex funding bids with a track record of success.
- Experience of working with a Board of Directors.
- Proven success in applications to Trusts & Foundations and public funding bodies.
- Evidence of managing funder relationships, including report writing and benefits delivery.

# Person Specification

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## *Personal skills:*

- A friendly, enthusiastic and courteous manner.
- Able to inspire, motivate and influence others.
- High level of verbal, written and IT skills.
- Excellent analytical skills.
- Strong time management skills.
- Gravitas and confidence in order to act with authority and develop high level associations.
- Exceptional team player, willing to dovetail with all departments and work collaboratively with managers and a wide range of stakeholders.

## *Key internal relationships:*

- Board of Directors
- The Strategic Team
- Marketing
- Finance
- Box Office
- Operations
- Sales
- Creative Engagement
- Production
- Volunteers

## *Key external relationships:*

- Donors – at all levels
- Sponsors and corporate partners
- Public Funders
- Hospitality and Tourism





## How to apply

**Application Deadline: Thursday 16th May 2024**

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To apply for this position please complete the Job Application Form and return it to [hannah.draper@harrogatetheatre.co.uk](mailto:hannah.draper@harrogatetheatre.co.uk) or post to Hannah Draper, Harrogate Theatre, Oxford Street, Harrogate, HG1 1QF. If you would like to discuss this position in more detail please email to arrange an informal chat.

You will also need to complete the online Inclusion and Diversity monitoring form (<https://tinyurl.com/5at7767u>). This form is only used to ensure our recruitment process is reaching the widest possible audience.

**Interviews: w/c Monday 20th May 2024**

If we can support your application by offering an alternative format, please do let us know. Likewise, we want to ensure interviews are as accessible as possible, so please do let us know in your application if there is anything we can do to support this.