

READING REP THEATRE

Job Application Pack





The History of Reading Rep

Reading is big enough to be a city – but it's not – it's the largest town in the UK. And yet in 2011 it had no producing theatre of its own. And so Paul Stacey founded Reading Rep in 2012 with a £500 overdraft and a vision: to help revitalise Reading's cultural landscape by making and creating the highest quality theatre – with, by and for Reading.

The company started out working from a small black box theatre belonging to Reading College. From this they produced their first plays on a shoestring – shows like *The Dumb Waiter*, *Miss Julie* and *The Nativity Play Goes Wrong* (a co-production with the Olivier Award-winning Mischief Theatre). These were brilliantly well received, and the 60-seat venue was bursting at the seams, proving the thirst for high quality theatre and culture in Reading.

From these humble beginnings the company has gone on to produce productions with many of the UK's leading emerging theatre-makers, including Barney Norris, Roy Alexander Weise and Cathal Cleary. Reading Rep's award-winning work (including productions such as *A Little History of the World*, *Disco Pigs* and *The Mountaintop*) has been co-produced with leading regional and London theatres including Nuffield Southampton Theatres, Arcola Theatre and Oxford Playhouse. Reading Rep-produced shows have toured both regionally and nationally – helping to put Reading firmly in the national cultural scene.

Reading Rep is not only about the work on stage. ENGAGE is our flagship community outreach programme founded in 2015, that exists to provide access to the arts to Reading's most vulnerable communities. We work with people with learning disabilities, the elderly, refugees and the homeless as well as dozens of nursery/primary/secondary and special schools. We run a year-round programme of workshops, delivered in partnership with Reading Libraries, Reading Borough Council, the Cultural Education Partnership, the NHS and numerous others, that has reached 15,000 children, young people and adults in the last 18 months alone.

Reading Rep Theatre has won numerous awards including the Judges Award at the 2019 Reading Cultural Awards for

Sustained Excellence, a Pride of Reading Cultural Contribution Award, and a Local Hero Award for our work with marginalised communities. Critical acclaim and sell out success meant that the company needed a permanent home, and in 2018 – just six years since the first production – they began raising funds to convert a former Salvation Army Hall into a 175 seat theatre and cultural hub.

After raising over £1million throughout the Coronavirus pandemic the company will open its new venue in 2021. Help us to make this vision a reality.





Reading Rep Theatre

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Reading Repertory Theatre

Registered company no.: 7907370

Registered Charity no.: 1147048

Reading Rep Theatre has just raised over £1million to open Reading's first and only professional producing venue. The organisation currently has 3 full time and 2 part time staff and a turnover of nearly £600,000. Reading Rep is supported by Arts Council England, the National Lottery, Activate Learning and Reading Borough Council. They recently secured a grant via the DCMS Cultural Recovery Fund to launch the new venue. They have ambitious fundraising and ticket revenue targets and the staff size will double in the next 12 months. This new Head of Development role will report directly to the Executive Director and Founding Artistic Director and will be influential in securing a national profile for the company's artistic programme.

JOB DESCRIPTION: Head of Development

We're looking for an experienced and accomplished fundraiser to lead our new development team and build on the fundraising successes achieved through our recent capital campaign. The successful candidate will be joining us at a critical time – in 2021, Reading Rep will launch its brand new 170 seat theatre with an exciting season of shows and award-winning community engagement programme. In a post Covid-19 context this will be more important than ever.

Key objectives:

- To work closely with the Founding Artistic Director, Executive Director, and Board of Trustees to identify and pursue new fundraising opportunities
- To develop the theatre's fundraising strategy and recruit and manage a development team to achieve the annual fundraising target (c.250k across individuals, trusts and foundations and corporates)
- To develop and lead on all fundraising processes, proposals, events, and other initiatives to enable Reading Rep's artistic and community engagement programmes.
- To work closely with the Head of Marketing, and other theatre colleagues to ensure an integrated approach to fundraising for the theatre

Strategic Planning

To review and develop Reading Rep's five year fundraising strategy, and to lead the implementation of this strategy within agreed budgets and to achieve the theatre's annual fundraising target.

To develop strategies for securing multi-year revenue income from Reading Rep's recent capital campaign supporters – this includes a range of major donors and trusts and foundations.

To develop and launch an individual membership scheme and corporate membership scheme for Reading Rep, maximising opportunities arising from the launch of Reading Rep's new theatre in 2021.

Plan and deliver a series of donor events and communications to build prospect and donor engagement. This will include the annual season announcement event, and annual launch event.

Develop a strong understanding of the values and purpose of Reading Rep's work and income needs. In particular to the programmes of work delivered by the ENGAGE programme.

Fundraising

To build excellent donor relationships with all funders and prospective funders (across individual giving, trusts and foundations, and corporate giving) at every level of support.

To prepare proposals and applications, presentations, and accompanying budgets for prospective donors, with input from the Artistic Director, Executive Director, Director of Engage, and other staff members – creating bids which are in line with Reading Rep's mission and values as well as appealing to funders' priorities.

To work closely with the Artistic and Executive Director to support Reading Rep's relationship with Arts Council England. Specifically supporting the bid for NPO status, and overseeing reporting to ACE.

To ensure the successful implementation of Reading Rep's (yet to be launched) individual and corporate membership schemes, and Founders Scheme

To steward, engage, and thank donors, ensuring a high level of bespoke engagement, and maximising renewals and retention, overseeing all donor requirements including accreditation, communications, events and tickets, ensuring a high level of supporter care at all giving levels.

To prepare funding reports and annual reports and ensure their timely submission for all funded projects.

Finance

Ensure gifts of all levels and donor interactions are recorded on Spektrix and oversee department compliance with Gift Aid, HMRC, GDPR and VAT regulations.

Work with the Executive Director and finance team to track and reconcile fundraising income on a regular basis.

Manage the Development department annual budget.

External Relations

To act as an ambassador and advocate for Reading Rep across relevant local, regional and national networks, extending and deepening understanding of the theatre's fundraising profile, programme and activities.

To identify and engage with future philanthropic trends and to maintain a strong overview of the current fundraising landscape.

Management

To lead and manage the development team, ensuring individual targets are set and met and ensure the integration of the team within the theatre and build support for and understanding of fundraising across departments.

To provide fundraising reports to the Board, inclusive of forecast funding estimates, attending any meetings if required.

To involve the Board of Trustees in fundraising as required.

Achieving our shared goals

Become a regional model for inclusivity and access.

Support the marketing of the wider Reading Rep remit, including marketing campaigns and deepening understanding of our charitable aims.

To be present at press nights, development events and other events as required.

Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of Reading Rep.

Person Specification

Experiences

- Proven track record in fundraising at a senior level from trusts and foundations, individual donors, corporates or a combination of these strands.
- Proven ability to develop and manage senior level relationships with funders.
- Experience delivering against set targets and securing major multi-year donations.
- Experience of planning and preparing meaningful funding approaches.
- Experience of leading on or contributing to organisations' overall fundraising strategies.
- Experience of working collaboratively across teams.
- Experience of working with a fundraising database, financial monitoring and reporting of gifts.
- Experience of working closely with senior advocates to identify, cultivate and solicit prospects. Experience of delivering high quality donor events (desirable)
- Experience of managing Arts Council England regular funding bids and applications (desirable)
- Management experience and supporting others to develop their fundraising skills (desirable)
- Experience of fundraising for education and outreach programmes in the arts or wider charitable sector (desirable)

Skills

- Excellent interpersonal and communication skills and the ability to communicate, negotiate and develop relationships with ease at all levels.
- Ability to create, manage, and monitor budgets, timelines, and strategic plans.
- Knowledge of Spektrix (desirable)

Qualities

- Commitment and flexibility to carry out varied responsibilities within a small team
- Ability to work on own initiative.
- Ability to generate ideas and creatively solve problems.
- A passion for arts with a social purpose and commitment to opening up access and ensuring diversity across the sector.
- An understanding of Reading's cultural landscape, the diversity of its residents, and the key challenges and opportunities facing the town, particularly in a post Covid-19 environment (desirable)

Job Summary

Responsible to: Founding Artistic Director and Executive Director

Line Manager: Founding Artistic Director and Joint CEO

Responsible for: Development Assistant (to be appointed)

Salary: £28 - 30,000 pa depending on experience. Full time

This is a fixed term contract for a period of 23 months with the possibility of extension.

Hours: Office hours are 10am to 6pm Monday to Friday. Frequent evening and occasional weekend work will be required. There are no overtime payments.

Holiday: 20 days plus bank holidays per annum. Raising 1 day per annum for each year of service to a maximum of 25.

Probation period: 3 months

Notice Period: 1 month during probation and 3 months thereafter.

Pension: Reading Rep operates a NEST pension scheme and will make a 3% employer contribution.

Start Date: TBD with the successful candidate

Location: Reading Rep Theatre, Kings Road, Reading, RG1 4LY. We have an admin office in the adjoining Reading College Campus.

All staff are expected to take an active part in the artistic life of the organisation.

We actively encourage people from a variety of backgrounds with different skills and stories to join us and influence and develop our working practise. We are particularly keen to hear from people of colour and candidates who self-identify as disabled. Reading Rep Theatre is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief and sexual orientation.

How To Apply

To apply, please send your CV and a covering letter (of no more than two sides each) demonstrating how your experience, skills and qualities make you the ideal candidate for this role to jobs@readingrep.com

Please put **HEAD OF DEVELOPMENT** in the subject line of your email. Please ensure you send back a completed equal opportunities monitoring form as part of the application.

The deadline for applications is **Wednesday the 12th April 2021 at 6pm**

Interviews will be held in the **week commencing 19th April 2021**