**JOB DESCRIPTION**

**Job Title** Head of Development and Communications

**Responsible to** Executive Director

**Responsible for** Marketing Manager, freelance marketing staff, HLF staff

Salary Up to £40,000 per annum, depending on experience

**About Wilton’s**:

At Wilton’s we offer a vibrant blend of culture, heritage, learning and participation through a programme of imaginative productions and activities. We give opportunities to emerging artists and present a year round programme that includes exceptional live music in all its forms from world-class concerts to cabaret and opera, alongside vibrant, bespoke theatrical productions, within a grade two star listed building, which is the oldest surviving grand music hall in the world.

**MAIN PURPOSE OF POSITION**

The Head of Development and Communications is responsible for maximising the net financial contribution to the charity generated by: public funding (leading on a 2017 NPO application); trusts, foundations and livery companies, high-net-worth individuals; friends and patrons; corporate sponsorship and local businesses; support-in-kind. This role will also oversee the marketing department and ensure that Wilton’s outward facing message is strong and clear, the brand is understood and that marketing is coordinated and consistent maximising ticket sales. Wilton’s is run by a small team and this is a key senior management role, expected to increase fundraising and sales targets, whilst also setting strategy and being accountable for long-term growth.

You will be an experienced fundraiser with an entrepreneurial, go-getting approach and a strong sense of ambition. In return, this senior leadership role gives you the opportunity to work at board level and make your mark during this period of high growth at one of the UK’s best-loved venues.

**DUTIES AND RESPONSIBILITIES**

**Financial and Strategic Leadership**

* To manage the fundraising budget, aims and outcomes as set by the Executive Director, controlling the cost base and having overall responsibility for meeting or exceeding targets as determined by the Business Plan.
* Deliver the communications aims and outcomes set out in the Business Plan, achieving KPI’s to increase our appeal and accessibility as an organisation.

**Public Funding**

* To be responsible for overseeing and completing any final Heritage Lottery Fund business after the successful HLF bid and maintaining relationships so that future applications can be made.
* Managing the work of the staff employed to work on our HLF project.
* Drafting, submitting and managing an NPO bid to the Arts Council for the next round of funding.
* Maintaining good relations with Tower Hamlets and investigating the possibility of future grants and/or support-in-kind.
* Exploring other statutory funding opportunities.

**Trusts Foundations and Livery Companies**

* Researching, identifying, cultivating and making approached to trusts, foundations and livery companies.
* Reporting to existing trusts and foundations, filing any progress reports and maintaining strong relationships and ensuring the organisation maintains high-level relationships.
* Manage all PR and publicity needs of donating trusts and foundations to ensure that all necessary credits are given where appropriate.
* Working to source funding from the City and Livery Companies.
* Ensuring that the primary unrestricted income targets are achieved annually.

**Individuals**

* Overseeing the Patrons and Friends Programme including identifying, cultivating and asking for new Patrons and Friends, managing the day to day relationship with all Patrons on a one to one basis, managing all Patrons events including Press Night, Drinks Receptions, drafting and sending of Patrons and Friends Update E-mails and ensuring all donors are thanked and acknowledged and information appropriately recorded.
* Identifying and cultivating potential high-net-worth individuals who will be interested in supporting Wilton’s.
* Implementing one-off cultivation dinners and events to encourage individual to support and engage with Wilton’s.
* To produce and manage a Gala evening at least every other year, achieving the agreed target and ensuring that a percentage of the individuals are potential new donors.
* To take the lead on Gift Aid, ensuring that the organisation operates within current guidelines and Gift Income is maximised.

**Sponsorship and In-kind Support**

* To manage and cultivate relationships with potential sponsors, corporate donors and local businesses.
* Develop a strategy for support-in-kind across all areas of the organisation including overheads and computers, PR and marketing and media partnerships.
* Manage all PR and publicity needs of donating sponsors to ensure that all necessary credits are given where appropriate.

**Development Council and Board**

* To manage and attend the Development Council, setting targets and working to achieve agreed goals.
* Attend Board meetings and report on fundraising targets and strategy.

**Communications**

* Overseeing the Marketing team and assisting on marketing strategies.
* Oversee direction of the organisation’s digital and social media channels, ensuring they appropriately communicate the organisation’s work and are fundraising focused.
* In conjunction with the Executive Director, oversee the Wilton’s brand and house style to ensure that all communications are relatable and meaningful to external audiences.
* Work with the Executive Director to ensure that the annual communications budget is managed appropriately.
* To undertake benchmarking and other exercises as required to inform marketing and PR decisions.
* To be directly responsible for all marketing and promotional material relating to Patrons, Friends and fundraising.
* To work with the Executive Director to ensure that the wage percentage between freelance, consultancy and permanent staff is meeting the needs of the oraganisation.

**General**

* To line manage marketing and HLF staff.
* To be entrepreneurial, identifying new fundraising opportunities and taking a dynamic and flexible approach such as to capitalise upon them.
* To be a member of the management team and provide active leadership across the organisation; to attend Board and other meetings and report on areas of responsibility as required.
* To contribute to the strategic planning process and the Business Plan; to instigate and undertake internal reviews and the development of internal strategies and project plans as appropriate.
* To work with and manage external stakeholders as required.
* To ensure that staff are suitably trained such as to ensure compliance, consistent delivery and a high standard of customer service. To deliver internal training as appropriate.
* To determine, promote and monitor customer service standards for all those working in fundraising, marketing and HLF roles; to motivate staff to deliver agreed standards and conduct regular internal and external feedback and benchmarking exercises to inform a continual improvement programme.
* To act as a spokesperson for Wilton’s as appropriate.
* To undertake any other duty as might reasonably be required by the Executive Director.

**REVIEW ARRANGEMENTS**

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change, without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

**PERSON SPECIFICATION**

Essential

Experience of and good proven track record of raising in excess of £200,000 per year.

Strong relationships with a range of major trusts, foundations and sponsors, as well as an in-depth understanding of the national charity landscape.

Experience of working with high-net-worth individuals and of managing and maintaining Patrons and Friends schemes.

Strong relationship-building skills and ability to work collaboratively and flexibly.

Have strong communication and marketing background in a building-based arts organisation.

Be confident and experienced in working as part of a Senior Management Team and experience of reporting at Board level.

A highly customer focused approach.

High emotional intelligence and acute understanding of personal and professional motivations.

Able to work scheduled evenings and weekends, including the anti-social hours sometimes required in the position.

Exceptional written and verbal communication skills. Ability to write and deliver high-quality, compelling presentations, pitches and proposals. Ability to disseminate complex information into accessible and appealing reports for varying audiences.

Ability to think strategically and commercially.

Ability to remain calm whilst working under pressure.

**Desirable**

DTP and digital fundraising and marketing skills, with knowledge of developing a digital communications strategy.

Knowledge of brand implementation and development.

An understanding of a receiving theatre.

An understanding of heritage and legacy.

**CONDITIONS**

Contract: Permanent

Hours: 40 hours per week, on average across each calendar month.

On occasion the post holder may be required to work evenings, nights and weekends for which no additional remuneration will be offered.

Annual Leave: The annual leave year runs from January to December, and you will be entitled to 25 days pro rata per annum plus bank holidays.

Notice Period: Two months

**APPLICATION FORM – HEAD OF DEVELOPMENT AND COMMUNICATIONS**

You may apply by enclosing a CV but please ensure it includes the information requested below.

Applications may be made in any format you feel most comfortable with (eg large print, tape, Braille or British Sign language on DVD or video). When using an alternative format, please use the same headings.

Applications can be sent by email or post but must arrive by 18.00 on Friday 14th October 2016. Please send applications to:

Via email to - Becky Ruffell: b.ruffell@wiltons.org.uk

Via post to - Becky Ruffell, Wilton’s Music Hall, Graces Alley, London, E1 8JB

**Personal Details**

|  |  |
| --- | --- |
| Surname |  |
| Forenames |  |
| Title |  |
| Address |  |
| Postcode |  |
| Email |  |
| Phone/mobile |  |
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| --- | --- |
| **Employment History** | |
| **Present or most recent employment** | |
| Employer’s name, address and postcode |  |
| Current job title or position |  |
| Date appointed |  |
| Current salary |  |
| Notice period |  |
| May we contact you at work? | **Yes / No** |
| Brief description of your duties: | |
| **Previous employment** | |
| Please give details of employers, starting and leaving dates, position held and reasons for leaving. Please make copies of this sheet if you need extra space. | |
| Employer’s name, address and postcode |  |
| Date appointed |  |
| Leaving date |  |
| Job title or position held and main responsibilities |  |
| Salary |  |
| Reason for leaving |  |

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| **Education and Training** | | |
| Please give details of educational achievements or results, which you believe may be relevant to the post. If you are successful in gaining this post you will be required to produce original documentation for relevant qualifications. | | |
| Name and address of place of study or training (including any school/academic or on the job training) | Dates | Qualifications |
|  |  |  |
| **Your interest in the post** | | |
| Please tell us why you think you are the most suitable person for the job by referring to the job description and person specification. Also refer to any previous experience and transferable skills you think may be relevant. This may include voluntary work, community involvement, leisure interests or hobbies. Please continue/make copies of this page if necessary. | | |
| **References** | | |
| Please give the name of two referees, one of whom should be your present or most recent employer. We will not contact your referees without your express permission but any offer of employment will be made subject to satisfactory references. If you have any questions about this, or any other aspect of the application process, please contact us before you return the form. | | |

**Referee 1**

|  |  |
| --- | --- |
| Name |  |
| Position held |  |
| In what capacity did/do you know them (eg employer, line manager, tutor) |  |
| Contact address |  |
| Email |  |
| Phone |  |

**Referee 2**

|  |  |
| --- | --- |
| Name |  |
| Position held |  |
| In what capacity did/do you know them (eg employer, line manager, tutor) |  |
| Contact address |  |
| Email |  |
| Phone |  |

**Access requirements for interview**

We hope to interview during the week 24th October and to appoint shortly thereafter. Since there will be a short turnaround time between shortlisting and interview, it would be useful to know if you have any access support needs for interview – please indicate below. Note that this has no bearing on the recruitment process and is purely to facilitate interviews.

|  |
| --- |
| **Criminal Convictions** |
| As this position could bring you into contact with children and/or vulnerable adults, it is necessary for you to have a DBS check prior to working with Wilton’s Music Hall. We will arrange for this check to take place and will cover all related costs. Please note that if you are unwilling to undertake this check or there is found to be a concern with the result, it will not be possible for you to work at Wilton’s Music Hall. |
| Do you have any current convictions, which have not been spent under the Rehabilitation of Offenders Act 1974?  If yes, please give details:  Please note that this will not necessarily disqualify you from being appointed. |

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| **Right To Work** |
| Do you have the right to work in the UK? **Yes / No**  If no, please give details:  If you are appointed to this post you will be asked to provide original documentary proof. |

**DECLARATION**

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| **Please note any false information given in this application will invalidate any resulting job offer**  **I consent to Wilton’s Music Hall holding the data above and confirm to the best of my knowledge that the information on this application form is true and correct and can be treated as part of any subsequent contract of employment:** |
| Name  Signature  Date |

**Confidential Equality & Diversity Monitoring Form**

**In order to monitor the effectiveness of our monitoring policy, although not a requirement we would be grateful if you would complete this form**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Position applied for |  | | | |
| Date |  | | | |
| Please mark **X** in the appropriate box (you will need to overwrite the box symbol with your **X**): | | | | |
| Please indicate your gender | | Female  🞏 | Male  🞏 | Prefer not to answer  🞏 |
| Do you consider yourself to have a disability? | | Yes  🞏 | No  🞏 | Prefer not to answer  🞏 |
| Please indicate your ethnicity | | Asian or Asian British  Black or Black British  Any other mixed background – please describe  Caribbean  Chinese  Irish  White British  Any other ethnic group – please describe  Prefer not to answer | | 🞏  🞏  🞏  🞏  🞏  🞏  🞏  🞏  🞏 |
| Please indicate your age range | | 65+  55-64  45-54  35-44  25-34  18-24  Prefer not to answer | | 🞏  🞏  🞏  🞏  🞏  🞏  🞏 |
| Where did you see this post advertised? | | | |  |