

Development Manager, Individual Giving Job Description

Role Summary:

We're seeking an ambitious, dynamic fundraiser to join our Development team to manage and grow Individual Giving at the Unicorn Theatre.

The role of Development Manager, Individual Giving is newly created and they will work closely with the Development Director to manage and deliver the annual target for Individual Giving. The role will manage and nurture the Unicorn's relationships with Individual supporters at every level with a strong focus on developing our portfolio of Major Donors, working in collaboration with the Development Director, Executive Team and Board of Trustees to find and engage supporters for the UK's leading theatre for young audiences.

Unicorn supporters are very special. We have a loyal community of donors who share our values of curiosity, courage and respect and our belief that theatre has the power to transform young lives. Working with them is really rewarding and this role would suit a fundraiser who is passionate about building a bridge between transformational art and socially engaged philanthropists. This is also a role for an energetic, focused fundraiser with the drive to take on ambitious but achievable targets, a proven track record in developing compelling cases for support and the tenacity to secure game-changing gifts.

The team currently comprises a Development Director, a Trusts & Foundations Manager and a Development Officer. The department is responsible for raising an overall target of between £500,000 - 600,000 each year and Individual Giving often contributes up to 50% of this amount. Over the next three years, we intend to grow our fundraised income and as part of this we are looking to increase support across income streams with a particular focus on Individual Giving.

The Development Department is strongly supported by the Unicorn's Executive Team and Board of Trustees. In 2022, a new sub-committee was formed to lead and support on Development and Strategy for the charity. We are also developing a group of Creative Champions – a newly formed cohort of inspirational, talented and dynamic individuals who support the Unicorn's mission and use their platform and networks to champion and advocate for the theatre. The Creative Champions also support some fundraising events and activities, and the Development Manager, Individual Giving would be a key point of contact for this important group of ambassadors moving forwards.

The commencement of this role coincides with a very exciting time for the Unicorn as our 2023/24 season will see the arrival of a new Artistic Director and the marking of our 75th Anniversary – both significant events which will bring plenty of opportunities to celebrate the Unicorn's history, recognise the impact of our work and fundraise for our future.

Reporting to: Development Director

Working closely with: Development Manager, Trusts & Foundations, and the Development Officer

Key responsibilities:

- With support from the Development Director, oversee the overarching strategies of all Individual Giving income streams including Major Donors, Regular Giving, Campaigns and Box Office Donations
- Generate ideas for new fundraising strategies, researching and exploring potential new areas of fundraising income generation from Individuals
- Work with the Development Director to report to and collaborate with the Development and Strategy Committee – a sub-committee of the Unicorn’s Board of Trustees - to recruit new Individual donors and manage our relationship with existing supporters

Major Donors

- Work with Development Director on the strategy of all elements of fundraising from Major Donors – those individuals who contribute £5,000 and above each year
- Steward our Major Donors to ensure they are kept updated and engaged with the work they are enabling and that they have meaningful, multiple relationships across the Unicorn team
- Lead on reporting requirements for Major Donors and manage the journey of those making recurrent Major Gifts
- Lead on research processes to discover new Individual supporters for the Unicorn, identifying those with a genuine interest in our work and values who have the potential to philanthropically invest in our mission
- Work with the Development & Strategy Committee and wider Board to introduce new donors to the Unicorn and find creative, engaging ways to welcome them to the theatre and explore opportunities for support and involvement
- Nurture the relationships of prospective individual supporters and be responsible for the day-to-day delivery of their engagement opportunities

Regular Giving

- Oversee the strategies for Regular Giving (individuals giving regular donations up to £5,000 per year) and our Pass It On and On scheme (currently a monthly £10 donation), supporting the Development Officer to manage the day-to-day relationship management, administration and renewal processes for these donors
- Support the Development Officer as needed when they are developing communications for Regular Givers drafting newsletters, invitations and mailings that are imaginative and compelling
- Oversee the strategies for Box Office donations and visitor giving, enabling the Development Officer to be responsible for the day-to-day management of these income streams, and working with them to maximise potential for income from these sources and potential for conversion to Regular Giving
- Draw up strategies to best use Spektrix (our database) and our CRM data to identify potential Unicorn supporters of all levels
- Lead on utilising Spektrix as an effective prospect management tool and create processes for the Development Officer to implement and follow

Campaigns

- Work with the Development Director and Development Officer to plan and deliver successful annual Individual Giving campaigns such as The Big Give Christmas Challenge

Events

- Support the Development team's event strategy ensuring Individuals are offered creative opportunities that deepen their engagement with the Unicorn and evidence the work they are enabling
- Work with the Development team on large-scale fundraising events as needed
- Attend events as a representative of the Unicorn and the Development team, supporting the work of cultivating and maintaining relationships

General

- Support the Executive Team in the stewardship of our Creative Champions- a newly formed cohort of key leaders from a range of sectors and backgrounds who can advocate for and uphold the mission, vision and values of the Unicorn.
- Liaise with the other members of the Development Team about how best to work with the Creative Champions to use their advocacy for raising funds and heightening awareness of our charitable status
- Work with the Development Manager, Trusts & Foundations to identify crossover between fundraising from Trusts and Foundations and Individual Giving and strategise how best to nurture relationships within the overlap
- Work with the Development Officer to identify any crossover between Individual supporters and Corporate Support and explore those relationships accordingly
- Support the Development Director with financial reporting, reconciliation and forecasting for all Individual Giving income streams on a regular basis, for Board reports and as needed by the Finance Director
- Maintain rigorous records for Individuals on our Spektrix database ensuring all communications, gift records, events, and financial information is up to date and accurate with support from the Development Officer
- Attend and observe Unicorn activities and programmes to keep informed and engaged in the work of the charity and accompany funders to such events and opportunities
- Keep abreast of fundraising trends, best practice, law/regulation changes, GDPR, Gift Aid regulations and due diligence procedures

Person Specification

Essential qualities, skills and experience:

Experience and Knowledge

- Proven track record of fundraising success in Individual Giving and experience of working in a fundraising role relevant to the responsibilities detailed above
- Knowledge of fundraising techniques and principles relating to the donor lifecycle

- Knowledge of sector trends, fundraising regulations and best practice
- Experience of working to income targets and developing long-term strategies for support

Skills and Attitude

- A belief in the Unicorn's vision, mission and values
- A confident, personable and adaptable communicator in person, on the phone and in writing
- The ability to create compelling, impassioned communications including cases for support, funding proposals, updates and invitations, thank you letters and reports
- Excellent relationship building skills
- Strong time management with the ability to manage a portfolio of prospects and donors with multiple focuses and time sensitivities
- Excellent organisational skills
- Experience of using databases to map and track funding relationships
- Strong technical and analytical skills with the ability to utilise CRM data to identify prospects
- Proven initiative alongside the ability to take instruction
- Professional and ethical approach in all aspects of your work as an ambassador for the Unicorn
- A clear commitment to diversity in all its forms

Desirable:

- Experience of securing Major Gifts of five and six figures
- Experience of using Spektrix as a CRM database
- Experience of working with boards, committees and senior volunteers

About the Unicorn

We create new, inventive and enthralling performances for every stage of childhood. We believe in the imaginative power of theatre to transform young lives.

We are the largest children's theatre in the UK, specialising in developing new devised and written shows alongside adaptations of classic texts, offering an innovative and inspiring year-round programme of sector-leading theatre for children.

Our purpose-built home at London Bridge (opened in 2005) is a creative and welcoming space designed with and for young people. Our building comprises two theatre spaces (Weston Theatre at around 290-seat capacity and Clore Theatre at around 90-seat capacity) plus two rehearsal spaces, along with backstage set, prop and costume facilities. We produce and present a thrilling and varied programme, exploring stories, ideas and themes that enrich and broaden children's view of the world. We welcome 65,000 families and schools every year, reaching thousands more via Unicorn Online.

The Unicorn has a turnover of around £2.8 million. In a regular year, over 20% of income comes from Box Office – with almost all tickets being sold to children at concessionary rates – and we raise a similar amount from fundraising.

We believe that young people of all ages, perspectives and abilities have the right to access exciting, entertaining and inspiring work - we want all children to experience our theatre and actively seek out children wouldn't otherwise attend. The theatre's audiences are broadly defined as families and

schools, and the theatre plays to all ages from six months to 13 years. We maintain a strong commitment to representing diversity in our audiences, as well as on our stages, and we prioritise accessibility and inclusion across our organisation.

During the coronavirus pandemic, we innovated in new forms of digital theatre and are proud to have been able to offer high quality, creative and award-winning online theatre experiences for free. Digital theatre is now a part of our future strategy and firmly embedded in our mission.

Mission, Vision and Values

The Unicorn is the UK's leading theatre for young audiences. We believe that all children deserve to have access to the arts, regardless of their circumstances and our mission is to transform young lives through theatre by:

- Creating innovative and outstanding theatre for children aged up to 13 years.
- Supporting artists to make work with ambition, integrity and hope.
- Encouraging children to question and explore the world through stories; developing empathy, understanding and imagination.
- Collaborating with children in schools and communities to inform our practice, and inspiring children to fulfil their potential through creative projects with inventive theatre-makers.
- Extending our reach through online theatre experiences, national and international partnerships and subsidised tickets.
- Recognising that climate action is vital to protecting children's futures, and actively reducing our environmental impact on the planet.
- Believing in equality, diversity and inclusion; we take action to advocate for, and promote the rights of children.

Our values are curiosity, courage and respect.

Structure of the Unicorn

The Unicorn was founded in 1947 by Caryl Jenner, who took theatre around the country to children. Jenner's original aim was that: 'the best of theatre for children should be judged on the same high standards of writing, directing, acting and design as the best of adult theatre', a value which still holds very much true today. The Unicorn is crucial to the national theatre ecology, and is a beacon for all theatre for children; we are local, national and international in the work we make and the artists that we make it with

The Unicorn, led by Artistic Director Justin Audibert with Co-Executive Directors Helen Tovey and Bailey Lock, went through a period of transformation across 2020 – 2022. Creative and strategic change was propelled by the appointment of a new Executive Team and Chair Dr Vanessa Ogden, and in response to changes brought about by the coronavirus pandemic. The theatre has emerged from this period with a refreshed artistic focus and vision to transform the lives of young people through theatre.

We are building a community of creative children through our productions, digital experiences and engagement programme. Our work has three core creative outcomes:

- Live Productions: Our live productions on our home and partner stages, created by diverse and exciting artists for children aged 0 -13 years old.
- Digital: Our innovative digital theatre experiences programme *Unicorn Online*, for local national and global audiences.

- **Engagement:** Our engagement programme, including co-creation and co-design partnerships, actively develops and supports the individual creative lives of our audiences, participants and collaborators.
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How to Apply

To apply for this post, please fill in the Application Form, which includes an Equal Opportunities monitoring form, and email it to jobs@unicorntheatre.com.

Salary: £35,000 per annum.

Contract: Permanent, full time. We will consider applications for flexible working, and job-sharing, with an expectation that hours could increase during busy periods throughout the year, to be agreed with the appointed applicant.

3 month probationary period.

Annual leave allowance is 25 days, plus Bank Holidays.

Unicorn staff are auto-enrolled into the NEST pension scheme.

Closing date for applications: Midday, Monday 13 March 2023

First interviews: Monday 20 March 2023 (on Zoom)

Second interviews: Tuesday 28 March 2023 (in person at the Unicorn Theatre)

If you need this information in an alternative format, please contact jobs@unicorntheatre.com in the first instance.

We are committed to being an equal opportunities employer and actively encourage people from a wide variety of backgrounds, experience and skills to join us and influence and develop our working practice. We particularly encourage applications from Black candidates, candidates from diverse ethnic backgrounds, and disabled people.

All disabled candidates who demonstrate that they meet the essential criteria will be invited for an interview, in line with the [Equality Act 2010](#).

The Unicorn Theatre is supported using public funding by Arts Council England.



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