

Development Assistant Job Description

Role Summary

We are seeking an Assistant with excellent communication skills, experience in administration and a passion to learn more about fundraising to join our Development team.

In this role, you will gain experience of the three main areas of fundraising – Individuals, Corporates, and Trusts & Foundations, and have the chance to look after your own portfolio of supporters. You will report directly to the Development Director, and work closely with the Individual Giving Manager and Trusts and Foundations Manager.

You will work across all areas of Individual Giving being the day-to-day contact for our regular givers and supporting the Individual Giving Manager and Development Director with Major Donors. You will support the Trusts and Foundations Manager with research and information gathering for reports and applications. You will also manage Development events and the stewardship of our Corporate Supporters, and oversee all areas of administration for the department.

This role offers the opportunity to learn all about the key principles of fundraising within a small and supportive team. You will gain experience in the basics of fundraising operations and techniques, financial processing, event management and relationship building, as well as having the chance to develop your creative, imaginative and strategic skills to deliver supporter communications and stewardship plans. Through working closely with departments across the organisation, you will also grow your understanding and experience of a producing theatre.

This entry-level role will be perfect for someone passionate about the arts who is keen to learn about the part that fundraising plays to make theatre happen in the subsidised sector. It will lay the foundations for a career in fundraising, in the arts or beyond, or could act as a springboard into many other roles and career paths by developing a host of transferable skills and experience.

Reporting to: Development Director

Working with: Individual Giving Manager, Development Manager (Trusts & Foundations), Finance Manager, Front of House Manager, Box Office Manager.

Key responsibilities:

Individual Giving

- Be the day-to-day contact for regular givers donating up to £5,000 per year
- Develop engaging regular communications which connect our individual donors to the work we do, including our *Supporters' Newsletter*
- Lead on asking supporters to renew their regular gifts, liaising with donors and recording these on our financial systems
- Support the Individual Giving Manager and Development Director in looking after current and potential Major Donors who contribute £5,000 and above per year
- Work with the Development Director and Individual Giving Manager on annual fundraising campaigns such as The Big Give Christmas Challenge
- With guidance from the Individual Giving Manager, carry out research into prospective supporters and plan how best to engage current and new supporters with our cause
- Work with the Individual Giving Manager to create engaging and dynamic signage for our front-of-house contactless giving device

Trusts & Foundations

- Support the Trusts & Foundations Manager with research tasks and with collating information for applications and reports for funders

Corporate support

- Be the day-to-day contact for our corporate partners and corporate members
- Thoughtfully and efficiently, support our corporate members to make use of their ticket allocations and other benefits
- With support from the Development Director, lead on asking our corporate members to renew their memberships each year and manage the financial processing of membership renewals

Events

- Supported closely by the team, lead on the planning and delivery of events for the department, working closely with Producers, Production, Marketing and Front of House
- Support the Development Director with the planning and delivery of occasional large-scale events when needed
- Attend events as a representative of the Unicorn and the Development team, supporting the work of developing and maintaining relationships

Admin and Finance

- Arrange ticket bookings for supporters and prospective donors using Spektrix – our Box Office and Fundraising database
- Look after the team's financial processing and recording, across all income streams, in close liaison with the Finance department
- Support the Development Director with tracking expenditure for the department
- File and code monthly credit card statements for the department
- Ensure the recording of all activity and financial information on our Spektrix database
- Manage external relationships with service providers such as Go Cardless
- Collate paperwork for Gift Aid and manage our regular gift aid claim process with Spektrix, HMRC and the Finance department
- Manage external platforms used to raise donations such as text giving services, social media, Give As You Live etc
- Undertake research tasks for the Development Director and Development Managers
- Ensure all crediting for supporters across income streams is correct and up to date
- Ensure Support pages on the Unicorn's website are dynamic and up to date
- Manage ad hoc day-to-day administrative tasks for the Development team

This list of responsibilities is not exhaustive and you may be required to perform duties outside of this as operationally required and at the discretion of your line manager.

Person Specification**Experience and Knowledge**

- Experience of in-person, telephone and written communications
- Experience of working closely with colleagues and other departments to deliver a project
- Experience of performing administrative tasks such as keeping records, spreadsheets or databases up to date
- Experience of managing multiple projects with different deadlines concurrently

Skills and Attitude

- Excellent written communication skills with a personable and professional approach
- Strong relationship building and interpersonal skills
- The ability to work as part of a team as well as independently
- An eye for detail with strong problem-solving skills
- Efficient time management skills
- Excellent organisational skills
- Enjoys taking the initiative and confident managing a busy workload
- Ambition to develop your fundraising skills and understanding of the charitable sector
- An affinity with the Unicorn's vision, mission and values

Desirable

- Experience of working in a fundraising team either as a team assistant, apprentice, trainee or work placement, or experience working in a sales or customer service capacity
- Some knowledge of charitable fundraising or the charity sector
- Experience of event management
- Experience of using Excel, Google Sheets or an equivalent to hold and manage information
- Knowledge of using relationship and/or ticketing databases

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.

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.

How to Apply

To apply for this post, please email us:

- Your CV
- A covering letter – this can be in writing, or presented as a short video (submit videos via WeTransfer). In it you should outline how your skills and experience match the requirements of the Job Description and Person Specification, and outline your interest in the role and the Unicorn (approx. 600 words).
- Our Equal Opportunities Monitoring Form (tick boxes)
- Our Additional Information Form (tick boxes)

to jobs@unicorntheatre.com.

Salary: £25,000 per annum.

Contract: Permanent, full-time. We will consider applications for flexible working.

3 month probationary period. Annual leave allowance is 25 days, plus statutory Bank Holidays. Unicorn staff are auto-enrolled into the NEST pension scheme.

Closing date for applications: Midday, Monday 12 June 2023

Interviews: Monday 19 June 2023

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, and candidates from diverse ethnic backgrounds, and those who self-identify as disabled.

All candidates who identify as disabled and demonstrate that they meet the essential criteria will be invited for an interview, in line with the Equalities Act 2010.

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



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