



HEAD OF DEVELOPMENT

August 2024

THEATRE
by the
LAKE

INTRODUCTION FROM THE JOINT CHIEF EXECUTIVE

Thank you for your interest in the new role of Head of Development at Theatre by the Lake, Keswick.

Theatre by the Lake is a truly unique place to work. We're a small, passionate team with epic ambition. From our stunning location overlooking Derwentwater, in the heart of the Lake District, we make work with Cumbrian inspiration and a national reach.

In our 25th anniversary year, this is an exciting time for the Theatre as we celebrate our heritage and look to the future under new leadership. This is a fantastic opportunity for somebody who shares our passion for great theatre, cultural value and the social impact to play a pivotal role in shaping the next 25 years of TBTL and the creative landscape in Cumbria.

As a member of our Senior Management Team, you'll be instrumental in setting organisational strategy, overseeing a step change in our approach to philanthropy to support our new, community-focussed direction.

We look forward to hearing from you.



Liz Stevenson
(She/Her)
Artistic Director



Simon Stephens
(He/Him)
Executive Director





“ARTISTICALLY SHARP AND STUNNINGLY SITUATED”

New Statesman

THEATRE MADE WITH PASSION IN AN EXTRAORDINARY PLACE

Theatre by the Lake is Cumbria's midscale producing theatre, and an Arts Council England National Portfolio Organisation.

We develop, produce and present ambitious work of high quality, which is rooted in our location, and both relevant and accessible to the communities around us. We are champions of Cumbrian creativity.

Each year we present an eclectic programme of productions and events which inspire and entertain our audiences, bring our communities together and respond to our place.

We create opportunities for people of all ages and interests, from developing local artists to engaging young people in all aspects of what we do. We also host and support performances by local charities, community groups and amateur companies.

From its origins as the Blue Box, Theatre by the Lake was willed into existence by the local community. 25 years later, under the new co-leadership of Artistic Director, Liz Stevenson and Executive Director, Simon Stephens, the Theatre continues to consolidate its role as a vital community asset, embarking on a new strategic direction which places emphasis on our social value and an inherent connection to place.

THEATRE MADE WITH PASSION IN AN EXTRAORDINARY PLACE

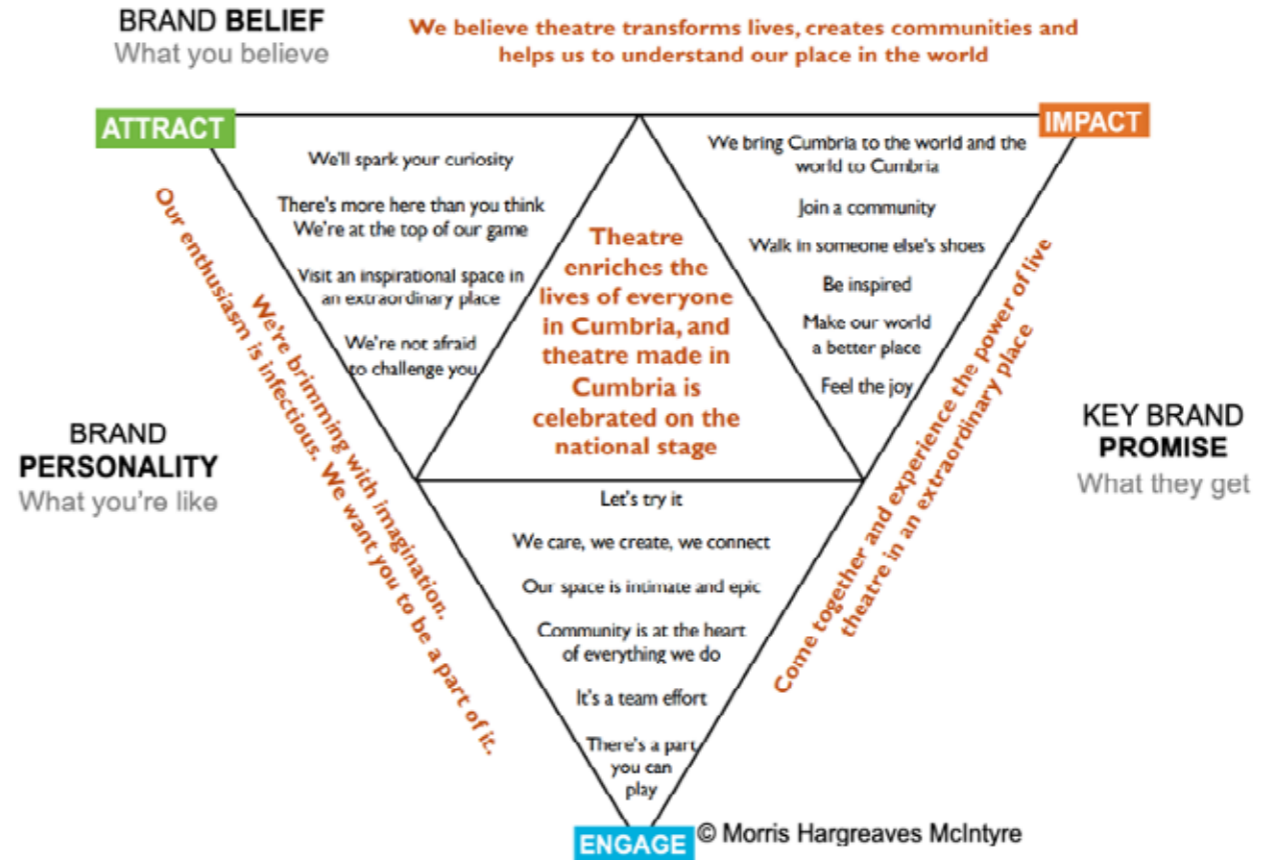
OUR VISION

Theatre enriches the lives of everyone in Cumbria, and theatre made in Cumbria is celebrated on the national stage.

OUR MISSION

In our venue and out across Cumbria, we make and share great theatre that tells stories, builds communities and celebrates our place.

OUR BRAND





STAFF TESTIMONIALS

"For me, it's our lovely colleagues and collaborative working environment that make working at the theatre a great place to work."



Mary Elliott
Customer Experience Manager

"I love that I can look out of my window in the wardrobe department and see the Skiddaw range and before work go wild swimming in the lake. It's lovely to be surrounded by so much natural beauty!"



Gemma Reeve
Wardrobe Supervisor

"I really like working with our team, everyone is very supportive and creative. Most of all, I love that I have the chance to see interesting theatre."



Amanda Leader
Head of Finance & Operations

THE ROLE

Job Title:	Head of Development
Salary:	£38 – 42K (FTE)
Department:	Development
Contract/Hours:	Full-Time (40 hours), Permanent
Reports to:	Executive Director

Purpose of the Role

This is a new, pivotal role in the organisation, working closely with the Executive Director and Senior Management colleagues, to develop, embed, and drive forward a strategic approach to fundraising at Theatre by the Lake (TBTL). You will lead, and accelerate, a significant step-change in the charity's approach to philanthropy – articulating a compelling Case for Support, and using the Theatre's 25th Anniversary Year (2024-2025) to implement a fundraising strategy to meet an ambitious annual target of c.£275K. This full-time, Senior Management position will encompass all fundraising income streams (Individuals, Corporates, and Trusts & Foundations), and you will be supported by a dedicated team of colleagues from across the organisation.





MAIN DUTIES

Strategic

- Develop, drive and implement the overall fundraising strategy for TBTL in collaboration with the Executive team, and colleagues from across the organisation
- Work closely with the Head of Marketing and Communications to articulate and communicate a strong and compelling Case for Support
- Work closely with the Executive to identify, develop relationships, and make targeted funded approaches to Trusts & Foundations
- Devise and implement campaigns to drive individual giving, working closely with the Marketing and Communications and Customer Experience teams to promote messaging and increase donations
- Lead on the development of TBTL Memberships, stewarding existing relationships and prospecting for new members
- Develop and promote a compelling legacy proposition at TBTL
- Engage with SMT colleagues and Board regarding future capital projects, to devise and implement fundraising campaigns as required
- Work with the Community Engagement Manager to identify funding streams for specific project work, gathering learnings, evaluation, and impact evidence for future approaches for funding
- Support the Executive and SMT colleagues with annual and ongoing reporting to public funders – such as Cumberland Council and Arts Council England

Operational

Trusts and Foundations:

- Research, draft, and submit Trusts & Foundations applications in support of core, revenue, and capital activities – in line with organisational priorities, funder deadlines, and to maximise fundraising potential
- Lead on all stages of the application and grant evaluation and reporting process – ensuring that deadlines are met
- Maintain and update a prospect list – for discussion with the Executive, and in line with TBTL strategic priorities

Individual Giving and Membership:

- At all levels of giving, identify and research prospects
- Develop giving opportunities, including events and campaigns, that are appealing to potential donors
- Work closely with the Customer Experience Supervisor (Memberships) and CRM Officer in the use of Spektrix to support donor prospecting and stewardship
- Cultivate relationships with potential donors and facilitate the ask of them
- Ensure all donor benefits are fulfilled and maintain positive relationships, actively seeking opportunities to increase levels/frequency of giving

MAIN DUTIES

Legacies:

- Create a compelling legacy ask and accompanying campaign
- Work with the Marketing and Communications team to develop effective promotional messaging for supporters and stakeholders
- Steward legator relationships

Corporates:

- Identify and build relationships with businesses
- Develop sponsorship and corporate engagement opportunities in order to attract corporate partnerships
- Ensure corporate partnerships are fulfilled

Organisational

- Engage the Executive and Board in fundraising through appropriate updates
- Work with the Executive to embed a company-wide culture of advocacy
- Maintain a current knowledge of fundraising trends, issues and opportunities.
- Plan and deliver fundraising events

Financial & Legal

- Work with the Executive Director and Head of Finance & Operations on the setting of budgets and targets. Lead

on effective management and monitoring of budgets to maximise income and achieve KPIs

- Work closely with the Head of Finance & Operations to accurately report on budgets and reforecast for quarterly management accounts
- Ensure that all fundraising activity is fully compliant with statutory policies and practices within the fundraising sector

Other Duties & Responsibilities

- Undertake any other duties that may be reasonably required in connection with the position, as a member of a small and collaborative organisation
- Act as a representative and advocate of Theatre by the Lake
- Engage with internal communications and stay abreast of organisational updates and developments
- Support and uphold Theatre by the Lake's commitment to inclusivity and sustainability
- Adhere to Theatre by the Lake's Safeguarding Policy including the reporting of any issues of concern in accordance with procedure

DBS Certificate

You are not required to hold a DBS certificate within this role but must be willing to obtain this should Theatre by the Lake consider that this is a reasonable requirement for your role.





PERSON SPECIFICATION

A description of the traits, skills and knowledge that the person performing this role should possess.

Essential

- A proven track record of implementing effective fundraising campaigns to deliver against targets
- At least 3 years demonstrable experience of securing major grants, gifts and sponsorship
- Understanding of the philanthropy environment and ability to identify and leverage fundraising opportunities
- Experience of working with patrons and memberships programmes
- Experience of using CRM systems to prospect for support and steward existing relationships
- Financially literate with an understanding of tax and compliance issues affecting fundraising activity
- Persuasive communication skills and experience in successful bid writing
- Experience of working with senior stakeholders and trustees to generate support
- Experience of financial procedures and working with budgets
- Experience of event planning and organisation
- Excellent IT skills
- Proven track-record of managing multiple tasks and working to deadlines

Desirable

- Knowledge of Cumbrian philanthropic, corporate, and cultural landscape
- Knowledge of and passion for the performing arts
- A member of the Chartered Institute of Fundraising
- A recognised qualification in fundraising
- Experience of fundraising for a major capital campaign
- Working knowledge of a fundraising database – ideally Spektrix

Whilst this is not an exhaustive list of responsibilities and skills, it is designed to give an overview of the job and a flavour of the areas of work you will be expected to take the lead. As a member of the Senior Management Team, you will be expected to work with colleagues on achieving the strategic priorities of TBTL. We understand that you may not have experience of all income streams and/or worked at a SMT level previously. However, if you are looking to play an integral role in growing fundraised income – with a great team and in a fabulous lakeside location – to support the amazing work of TBTL, we would encourage you to apply.

ADDITIONAL INFORMATION

Starting Date:

ASAP

Probationary Period:

6 months

Working Hours:

The full-time working week is 40 hours over 5 days. However, there will be some evening / weekend events and activities that the postholder will be expected to attend. We understand the challenges of work-life balance and, whilst this position is full time, we are open to discussing part-time / hybrid working.

Pension:

5% Employee contribution

3% Employer contribution

Holidays:

31 Days (including Bank Holidays)

Location:

Given the nature of this Senior Management role, it is our strong preference that the Head of Development lives within commuting distance of Keswick and is able to be present on-site on a regular basis. We are open to discussing the frequency of working from the Theatre with shortlisted candidates.





HOW TO APPLY

To apply for the **Head of Development** position, please follow these three simple steps:

1. First, please follow this link to complete our [Equity, Diversity and Inclusion form](#). Whilst this isn't compulsory, we are incredibly passionate and committed to inclusivity and accessibility for all and the information you supply will help us to support our charity partners to work towards greater equity and inclusion in their teams.
2. Secondly, send a copy of your up-to-date CV and answers to the following questions attached as a separate Word or PDF:
 - Why do you be the Head of Development at the Theatre by the Lake? (250 words max)
 - Taking the role profile into consideration, what skills, experiences and personal qualities do you feel you would bring to the role? (500 words max)
 - Thinking specifically about income generation growth in a previous role, what's your proudest achievement and why? (350 words max)

3. Finally, please confirm the following details:

- Salary expectation
- Notice period
- Flexible working requests
- Any adjustments we could make to the process to allow to you feel at your most confident.

Deadline:

9am on Friday 6th September

Interviews:

- Round one (online) – Monday 16th September
- Round two (in-person) – Monday 23rd September

Please send completed applications directly back to Amelia Lee by email: amelia@charitypeople.co.uk



Charity People
PERMANENT AND TEMPORARY

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