

## Development Manager (Individuals)

### Application Pack

#### Key Information

<b>Job Title:</b>	Development Manager (Individuals)
<b>Responsible to:</b>	Artistic Director, working closely with Executive Director
<b>Working with:</b>	Development Manager (Trusts & Foundations) Head of Ticketing (Keepers Scheme)
<b>Salary:</b>	£40,000 per annum pro-rata
<b>Contract:</b>	Permanent, subject to three-month probationary period
<b>Hours:</b>	Part time: 2-3 days / up to 21 hours per week Evening and weekend working will be required, and Time Off in Lieu (TOIL) is offered in exchange
<b>Flexible Working:</b>	Park Theatre operates a TOIL policy and flexible working patterns including partial remote working (usually one day per week)
<b>Holidays:</b>	Up to 15 days per annum, dependent on contracted hours (plus pro-rated bank & public holidays)
<b>Pension:</b>	Park Theatre operates a company pension scheme with 3% company contribution, available to all staff
<b>Notice Period:</b>	One month during probationary period, three months thereafter
<b>Other Benefits:</b>	Complimentary tickets to Park Theatre shows Discount at Park Pizza (our cafe bar) Family friendly policies Access to training & support for professional development Season ticket travel loan and Cycle to Work scheme Employee Support Scheme, including complimentary flu vaccinations
<b>Applications close:</b>	5pm, Friday 24 January 2025

# PARK THEATRE

## About Us

Park Theatre is a neighbourhood theatre with a global ambition. In everything we do, we aim to be warm and inclusive; a safe and wondrous space in which to work, create and visit. Born out Artistic Director / joint CEO Jez Bond's desire to create a new theatre in a part of London which held the possibility of significant impact in the local community, as well as within the wider theatre industry. Our Mission is to give people access to intimate, honest theatre that entertains and provokes; to nurture creativity and host some of the biggest names of stage and screen; to welcome everyone in.

We work with writers, directors, and designers of the highest quality to present compelling, exciting, and beautifully told stories across our two intimate spaces. Our programme encompasses a broad range of work from classics to revivals with a healthy dose of new writing, producing in-house as well as working in partnership with emerging and established producers from both the commercial and subsidised sectors. On stage, Park Theatre is a place where audiences can see the finest talent of today alongside the stars of tomorrow.

Within the industry, we aim to be a creative home from home for actors, writers, directors, and producers; we offer our spaces as a platform for development, rehearsed readings or sharings of new projects, with the aim of securing a future life either on our own stage or on another. We strive to play our part within the UK's theatre ecology by offering mentoring, support, and opportunities, encouraging the next generation of artists and producers to learn their trade and flex their muscles within a professional theatre-making environment.

We are invested and rooted in our local community and seek to work with local residents, businesses, and partner organisations to create a better Finsbury Park for everyone. Our Creative Engagement strategy seeks to widen both the number and the range of people who participate in theatre, creating opportunities to engage those who may have had little or no contact with the arts before.

Park Theatre is a charity with two trading subsidiaries; Park Pizza, our catering arm, and Park Theatre Productions, through which we produce our own shows.

## **Our Venue and Spaces**

- **Park200** – seating on two levels, with up to 235 seats when configured on four sides
- **Park90** – a flexible studio seating 76 – 106
- **The Morris Space** – a multifunctional room used for rehearsals, workshops, readings, one-off events, and our creative engagement activities
- **Park Pizza & Theatre Bar** – attractive area located across two floors, catering for audiences and functions
- **Additional facilities** – including offices, three dressing rooms and a kitchen area

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Clifton Terrace  
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London N4 3JP

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## **This Opportunity**

It is an exciting time to join Park Theatre as we head into our 12<sup>th</sup> year, following a business plan which clearly determines our direction of travel. Within this we have pledged to produce more in-house shows, grow our staff team, develop stronger and more diverse income streams and greater financial resilience, and support greater diversity in our programming, staff and audiences. We've already begun to deliver on this through our work on stage and off.

To support these ambitions, we are looking to recruit a Development Manager (Individuals) who is excited by this prospect and can collaborate with the Artistic Director and Executive Director to deliver on our future plans, specifically individual giving and stewardship. You'll be an effective fundraiser who will have the opportunity to generate income through developing and growing individual relationships and producing high profile events, as well as building Park Theatre's profile and case for support. This could involve managing day to day communications with our database of members, researching and writing bids to fund our Artistic, Creative Engagement and Access work, or planning a gathering for specific donors that aligns with a particular production.

You'll be a confident communicator, who enjoys meeting and getting to know new people, quickly understanding what might motivate them to give. You'll be happy to work on your own and to collaborate with colleagues in other teams to enhance your output and theirs. You'll enjoy coming up with new ideas and creative solutions, and be a natural champion for our work in the rooms in which we need our message to be heard. In return we can promise a warm and dynamic working environment where ideas are welcomed, and successes are celebrated. You'll have a direct impact on the work that Park Theatre does and be able to help us shape our future.

Park Theatre raises around £350,000 each year via the following channels:

- Online Ticket Donations & Building Levy (40%)
- Trust & Foundations (21%)
- Gift Aid (14%)
- Donations & Major Gifts (12%)
- Memberships (10%)
- Corporate Support (3%)

This is a brilliant opportunity for someone who is looking to make the next step in their fundraising career, is prepared to grow in the role and enjoys working across a breadth of activity. If this proposal excites you, we would love to hear from you. We are recruiting two part time Development Managers specialising in different areas – individuals and trusts & foundations.

We hope that this pack will give you plenty of information about the role, terms and working at Park Theatre before you apply. Our website [www.parktheatre.co.uk](http://www.parktheatre.co.uk) will also give you some background information on Park Theatre and the work we make.

If you have any questions that haven't been answered here, please get in touch with us at [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk) and you'll hear back from us.

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## Job Description - Responsibilities

### **New Leads**

- With the Executive and Artistic Directors, develop and take forward Park Theatre's fundraising strategy, focusing on securing long-term engagement and support for the theatre and investment for productions
- Seek out and/or research new prospects across funding streams including individuals and major donors
- Prepare well researched, imaginative proposals for identified individuals, aligning Park Theatre's work with their interests
- Attend external meetings with potential funders and donors
- Maintain an excellent knowledge of the current funding climate

### **Stewardship & Communications**

- Manage a portfolio of existing supporter relationships, ensuring the highest quality of experience for donors, and identify opportunities for renewal and increased support
- Maintain records of conversations, emails and meetings with donors, productions and events attended, pledges and gifts received
- Manage the Development ticket allocation for all productions, including press night allocations
- Plan and deliver exciting, imaginative cultivation and stewardship events at Park Theatre and online as part of the annual calendar of activity (e.g. festive supper, prosecco previews, press nights, the Big Give, our *Whodunnit* fundraising productions)
- Support the Artistic Director in the engagement of all major donors giving to Park Theatre – regularly updating on activity, sending invitations to workshops and events and booking tickets
- Ensure operational staff and visiting artists and companies are informed in a timely fashion of all planned fundraising activities
- Work with the Head of Ticketing to develop the membership and friends' schemes so that these thrive, and members feel a valued part of the Park Theatre family
- Ensure opportunities for public acknowledgement of support and thanks are used, e.g. appropriate accreditation on website, print and other material
- Work closely with colleagues to ensure a consistent and well-presented message on Park Theatre's financial need, taking advantage of production activities that can support this
- Develop and administer Park Theatre's legacy giving programme

### **Administration**

- Work with the Head of Ticketing to ensure the Park Theatre membership database is kept live and up to date (day-to-day Spektrix administration is undertaken by the Box Office team)
- Write regular membership newsletters
- Undertake an annual evaluation of the membership scheme, benchmarking against others and identifying ways to improve our offer
- Collaborate with Finance to ensure all donations are received and administrated correctly and reconciled monthly, and ensure all paperwork is in place for the annual audit process
- Ensure quarterly Gift Aid claims are submitted correctly

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- Ensure donor reporting requirements are met in a timely manner
- Provide data and context for updates to the Board of Trustees, attending meetings and presenting when required
- Maintain Park Theatre's registration with the Fundraising Regulator
- Adhere to all GDPR guidelines when processing personal data

## General

- Uphold Park Theatre's vision and mission throughout all work activities and interactions - nurture a collaborative working ethos
- Promote and maintain a positive inclusive working culture at Park Theatre, ensuring a safe and welcoming environment
- Actively engage with and contribute to professional development and training opportunities provided by Park Theatre
- Attend relevant internal and external events, meetings and conferences to inform the development of the Park Theatre's fundraising practices
- Maintain a working knowledge of and adhere to Park Theatre staff policies as outlined in the Staff Handbook

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## Person Specification

Skills & Experience	Qualities
Experience of fundraising (of any kind) in the cultural, charity or education sectors	Excellent inter-personal skills, comfortable building strong relationships
Ability to build, manage and nurture effective fundraising relationships	Astute and committed to ensuring Park Theatre's interests are always well represented
Ability to deliver income - track record of securing gifts and donations	Confident representing Park Theatre to existing and potential stakeholders and partners
Strong administration skills – comfortable using applications and databases	High level of self-motivation with a positive 'can-do' attitude
Excellent, clear and persuasive written communication	Confident, discrete and diplomatic
Comfortable with the principles around Gift Aid and GDPR	Flexibility in the face of changing priorities
Good organisation - able to manage multiple work streams and prioritise time	An understanding of equity, diversity and inclusivity and how they impact work in theatre
Ability to work autonomously, to deadlines, and to lead a team when required (e.g. events)	An interest in the work Park Theatre does, and its contribution to the wider theatre ecology

Interested in this role but not sure you meet all the criteria? Please consider making an application to us anyway – we're keen to hear from people who are excited by what we do, and if this role isn't right for you, there may be other opportunities.

## Equal Opportunities

We are an inclusive organisation and an equal opportunities employer. Our aim is to create a diverse and inclusive working environment and our recruitment process is open to all, but we are particularly keen to hear from disabled candidates and those from the global majority, as these groups are currently underrepresented in our teams. As a Disability Confident Scheme employer, we guarantee to interview all disabled applicants who can demonstrate they meet the minimum criteria (skills, experience, qualities) we outline for our vacancies.

If you feel that this applies to you, please include the following sentence at the end of your application letter: *I would like my application to be considered under Park Theatre's Positive Action policy.*

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## **How to Apply**

Please submit a statement explaining, in no more than two sides of A4, what attracts you to the position and evidence of your ability to fulfil the role and deliver the skills, experience and qualities listed in the person specification. If you are submitting a job share application, please send us a joint letter and include how you would approach the shared role.

Please also submit a CV (or two CVs for joint applications) outlining your skills, experience and/or training to date (also no more than two sides of A4) and complete our Equal Opportunities Monitoring Form here: <https://parktheatre.typeform.com/to/MGxq0BpT>

If you'd like to submit your application in another format, please do not hesitate to do so.

Applications should be addressed to Jez Bond, Artistic Director, and sent via e-mail to [jobs@parktheatre.co.uk](mailto:jobs@parktheatre.co.uk).

By submitting an application to us, you confirm the following:

- The information you provide is correct at the point of submission
- You give your consent for Park Theatre to hold and process your data and information
- You give your consent for Park Theatre to keep your application details on file for up to two years

Closing date for applications: **5pm, Friday 24 January 2025**

Interviews will take place **w/c 3 February 2025**

<https://www.parktheatre.co.uk/get-involved/jobs>

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