



Candidate Brief for the position of
Development Director
Almeida Theatre

October 2021

**ALMEIDA
THEATRE**



Berwick Partners
an Odgers Berndtson company

Introduction

The Almeida Theatre is a leading producing theatre company in London with a reputation for producing work of the highest standard - achieving recognition through critical acclaim, full houses, and an increasing national and international reach.

A small room with an international reputation, the Almeida began life as a literary and scientific society, complete with library, lecture theatre and laboratory. From the very beginning, the building existed to investigate the world.

Since 2013, led by Artistic Director Rupert Goold and Executive Director Denise Wood, we have sought to make bold work which challenges and questions the world we live in, bringing together the most exciting artists to interrogate, provoke and entertain audiences through new writing and reinvigorated classics.

The company produces six productions each year in addition to developing a supporting events programme, individual one-off productions, and has a full programme of activities for young people run by the Almeida's Participation department.

We strive to inspire audiences and theatre makers of the future reaching over 8,000 young people each year through our Young Artist, schools, and community outreach programmes. We host regular For Free festivals and offer £5 tickets for every production to those 25 and under.

The company regularly transfers productions to the West End, has transferred three productions to New York, has toured nationally and internationally and presents digital captures of its work through live to cinema broadcast and live streams.

The Board of Trustees is a supportive and active group chaired by Luke Johnson.

Background to the Role

This is an exciting opportunity for an imaginative, experienced and entrepreneurial fundraiser to join the Almeida Theatre and to be responsible for all aspects of fundraising.

Over the next period the company will continue pushing the boundaries of the artistic programme, to initiate new ideas, and to re-imagine its buildings. Responding to the artistic vision with flair, and working to agreed income targets, the Development Director is expected to devise imaginative strategies to generate income to meet the budgeted annual income of the company and additional projects relating to the artistic programme, emerging artists, young people and our community.

The Development Director is a senior position and is expected to play an active role in the senior management team, playing a pivotal role in the Almeida's financial success and supporting the company's key policies across a range of operational areas including Actions for Change (the Almeida's Equality, Diversity and Inclusion strategy), environmental sustainability, HR and key strategic initiatives. With a target of at least £1.7 million for 22/23 fundraising income constitutes between 30%-40% of the Almeida's total annual income. It is critical to enabling key strategic projects, such as the work of Almeida Participation and our emerging artist programmes to take place.

2022/23 targets:

£1,050,000 Individual Giving and the Membership Programme

£240,000 Corporate Partnerships and Sponsorship

£440,000 Trusts and Foundations

The company generates income through box office (48%), additional earned income (10%), fundraising (30%) and Arts Council (12%). The Almeida Theatre Company is a registered charity, with two trading subsidiaries (Almeida Theatre Catering Ltd and Almeida Productions Ltd.)

The Role

The Development Director will have a confident track record in securing charitable and sponsorship support from a wide range of sources, be a sophisticated and imaginative strategist, excellent communicator and a proactive builder of relationships – with supporters, colleagues and other key stakeholders.

Reports to: Executive Director

Department: Development

Responsible for: Individual Giving Manager

Memberships and Development Operations Officer,

Corporate Partnerships and Events Officer

The current department structure is the result of the last year of closure due to Covid and subject to review.

Fundraising Programme

Devising and delivering an ambitious departmental strategy to raise funds from:

- Major Donors,
- Patrons, Members and other regular individual givers,
- Corporate Partners,
- Trusts & Foundations,

Key areas of focus include:

- Securing a new Principal Partner and/or major sponsors following the conclusion of the Almeida's ten year relationship with Aspen, Principal Partner until 2020. Driving strategies to cultivate and renew other key corporate partnerships in support of the breadth of the Almeida's activities.
- Continuing to develop the Almeida's individual giving and membership programme, driving forward recruitment and ensuring strong retention of supporters at all levels.

- Continuing to develop a pipeline of major donor prospects with the support of the Board and other senior advocates.
- Securing support from Trusts & Foundations, with a particular focus on sustainable, multi-year funding from strategic trusts.
- Playing a key role in engagement with the Arts Council and other statutory funders
- Developing a compelling case for support and fundraising strategy to secure sustainable support as the Almeida rebuilds its finances and programme following the pandemic.
- Working with the Board of Trustees and other senior advocates to broaden our fundraising networks

General

- Devise and agree annual Development income and expenditure budgets with the Executive Director and Head of Finance.
- Ensure that fundraising targets and budgets are monitored and adjusted in the context of the overall planning and that activities are carried out in accordance with the budget framework for each year.
- Report to the Almeida Board of Trustees at Board and Finance Committee meetings as may be required.
- Ensuring that fundraising data is accurate, up to date and compliant with GDPR and other relevant legislation.
- Establish collaborative and effective working relationships with other departments across the organisation.
- Build a strong relationship with the Artistic and Executive Directors to help create an effective fundraising strategy.
- Build strong relationships and deliver exceptional stewardship for key stakeholders, including current and prospective supporters, the Board and other senior advocates.
- As a member of the Senior Management, to play a strategic role in the overall running of the company as required.
- To undertake such other duties as required.

Key Relationships

The Development Director is expected to play a significant role in the following areas:

- Developing and supporting the engagement of key stakeholders across the industry, the arts and government as appropriate.
- Instigating and maintaining key local relationships in Islington.
- Supporting the development of ideas to develop the Almeida's business planning to strengthen existing and to generate new income, working with other senior management to do so.

Team Leadership

To be responsible for the motivation, effective management and professional training and development of the fundraising team, ensuring all opportunities are maximised and income targets are achieved.

The Candidate

- Experience of securing six figure + gifts from individuals or strategic trusts.
- Experience of devising and managing strategic partnerships with corporate sponsors.
- Experience of leading an individual giving and/or corporate partnership programme.
- Capital/project fundraising experience probably desirable rather than essential

Management Skills

- Proven leadership and people management skills.
- Ability to think strategically and imaginatively.
- Ability to think on your feet, adapt plans and seize opportunities
- Ability to undertake complex negotiation.
- Budget development, control and presentation.
- Being a team player with the ability to galvanise energy and motivate the team.

General

- Interest in and knowledge of the arts.
- Highly developed communication skills in person and in writing
- Strong budget management skills
- Excellent attention to detail.
- Ability to work effectively under pressure and to meet challenging targets.
- Diplomatic and professional approach.
- An ambitious and enthusiastic attitude.

Additional Details

Salary	Competitive
Location	London

How to Apply

The preferred method of application is online at www.berwickpartners.co.uk/84267

If you are unable to apply online please email your application to response.manager@berwickpartners.co.uk

All applications will receive an automated response.

All candidates are also requested to complete an online Equal Opportunities Monitoring Form which will be found at the end of the application process.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

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