

Northern
Ballet

Candidate brief for the position on the

Philanthropy Executive

February 2025



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Cover: Hannah Bateman and Joseph Taylor in *Jane Eyre*. Photo Emma Kauldhar.
Above: Helen Bogatch and Filippo Di Vilio in *Romeo & Juliet*. Photo Kyle Baines.

Who we are

Northern Ballet is a powerhouse for inventive dance, creating and touring narrative dance at various scales nationally and internationally. Bold and confident in our approach, we engage, involve and move our audiences. We reach a diverse range of people through passionate storytelling, a mastery of classical dance technique and an absolute commitment to our leading role as an international ambassador for world-class dance.

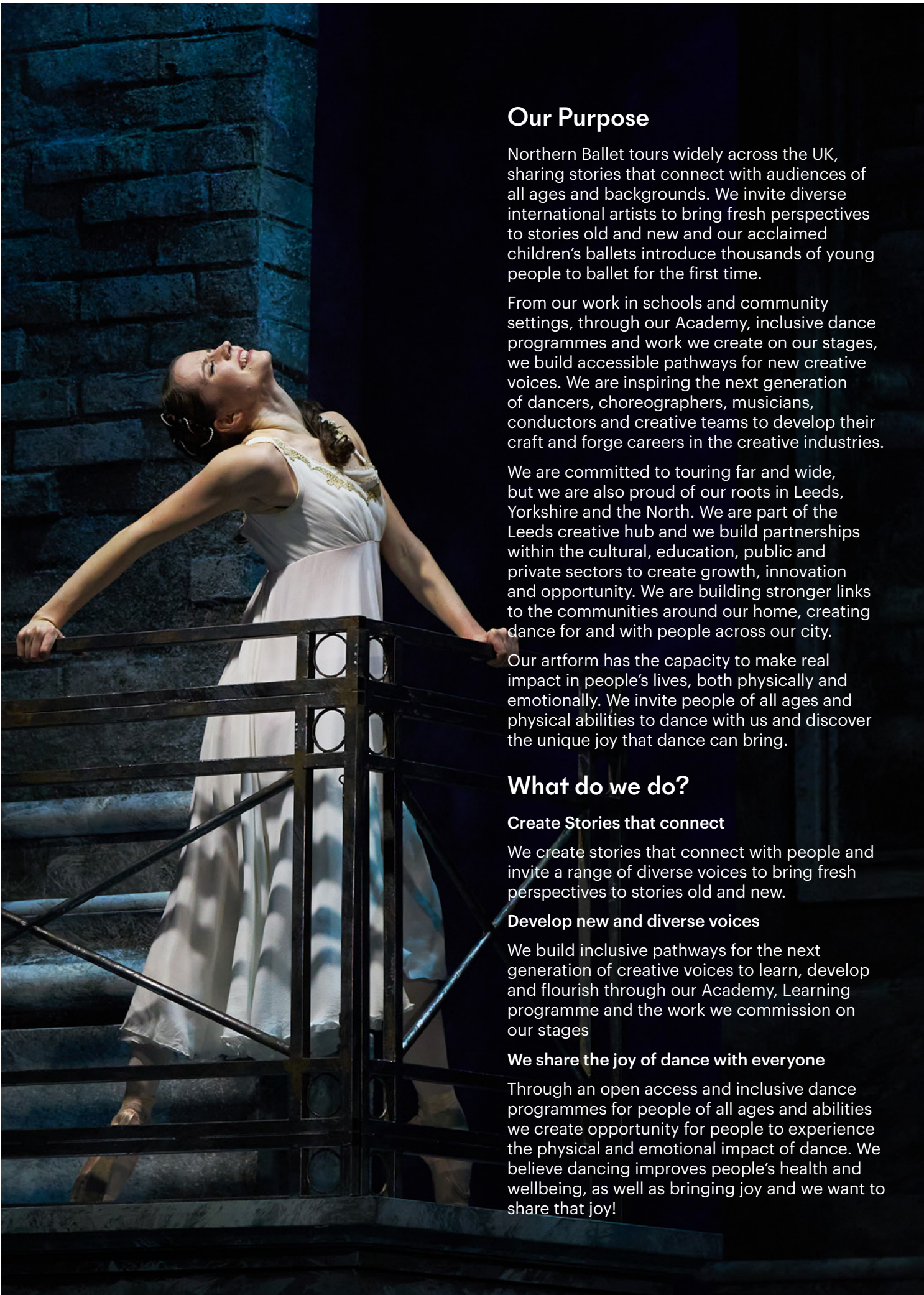
Based in Leeds with a major presence in the city, Northern Ballet tours widely across the UK, creating full-length narrative ballets, mixed repertoire, and productions specifically for children.

We have our own studio theatre in our purpose-built facility in the city centre, programming dance from UK and International companies. Our programme is supported by a wide reaching learning programme and professional training routes provided by our Academy.

Northern Ballet is a registered charity benefitting from regular funding from Arts Council England (ACE) and this is an exciting time as we embrace the ACE strategy, Let's Create, whilst developing our own new five-year vision and strategy for the Company.

We also enjoy support from Leeds City Council and are a key part of the Leeds culture offering.

The last two to three years have been challenging for most arts organisations, but we have a strong foundation and leadership to take the company on to new heights of success.



Our Purpose

Northern Ballet tours widely across the UK, sharing stories that connect with audiences of all ages and backgrounds. We invite diverse international artists to bring fresh perspectives to stories old and new and our acclaimed children's ballets introduce thousands of young people to ballet for the first time.

From our work in schools and community settings, through our Academy, inclusive dance programmes and work we create on our stages, we build accessible pathways for new creative voices. We are inspiring the next generation of dancers, choreographers, musicians, conductors and creative teams to develop their craft and forge careers in the creative industries.

We are committed to touring far and wide, but we are also proud of our roots in Leeds, Yorkshire and the North. We are part of the Leeds creative hub and we build partnerships within the cultural, education, public and private sectors to create growth, innovation and opportunity. We are building stronger links to the communities around our home, creating dance for and with people across our city.

Our artform has the capacity to make real impact in people's lives, both physically and emotionally. We invite people of all ages and physical abilities to dance with us and discover the unique joy that dance can bring.

What do we do?

Create Stories that connect

We create stories that connect with people and invite a range of diverse voices to bring fresh perspectives to stories old and new.

Develop new and diverse voices

We build inclusive pathways for the next generation of creative voices to learn, develop and flourish through our Academy, Learning programme and the work we commission on our stages

We share the joy of dance with everyone

Through an open access and inclusive dance programmes for people of all ages and abilities we create opportunity for people to experience the physical and emotional impact of dance. We believe dancing improves people's health and wellbeing, as well as bringing joy and we want to share that joy!

A Centre of Excellence



Northern Ballet is one of the world's leading narrative ballet companies.

**'A Company that boasts the best
dance actors in the world.'**

Dance Europe

'Polished, vivacious and expressive'

The Stage on *Made in Leeds:
Three Short Ballets*

'Northern Ballet is back with a bang'

The Telegraph on *Dangerous Liaisons*



**'Northern Ballet has never been a
company to shrink from a challenge'**

The Telegraph on *The Great Gatsby*

**'A beautifully filmed whirl of pleasure
and pain, liberty and confinement'**

The Guardian on *Ma Vie*, a
Northern Ballet original short film

**Nominated Outstanding Company
at the National Dance Awards for 7
years running**

Nominated for Excellence in Touring

UK Theatre Awards 2022

**Nominated Outstanding Male
Classical Performance for
Joseph Taylor in *Casanova***

National Dance Awards 2022

Diversity & Equality

We are proud that 40% of our dancers are from global majority backgrounds and we continue to seek opportunities to further increase diversity throughout the whole Company. We continue with our long term strategy by developing the '[Spotted!](#)' programme at local schools to ensure any child with the potential to pursue a career in ballet is nurtured and supported to do so.

We work to an accessible pricing structure in all venues, with premium tickets available alongside entry prices of around £15. Our Children's Ballets continue to be priced accessibly to reduce barriers to attendance, with an average ticket price currently of around just £7.

We offer accessible performances for visually impaired patrons through audio described performances in partnership with VocalEyes.

We continue to deliver relaxed performances of Children's Ballets in the Stanley & Audrey Burton Theatre and work with partner venues to encourage and support them to do the same.

At our state-of-the-art studios we deliver [Ability](#), our dance course for adults with learning disabilities and [In Motion](#), our dance course for wheelchair users and each year we hold [Expressions](#), our festival of inclusive dance.

The Academy of Northern Ballet

We offer opportunities for people from all walks of life and of all ages and ability to experience the joy and excitement of dancing. Our [Centre for Advanced Training \(CAT\)](#) delivered in partnership with the Northern School of Contemporary Dance, continues to grow and proves highly successful in providing high quality dance training to young people enabling them to succeed in entering vocational training. CAT graduates from the ballet strand have continued onto training at the Royal Ballet Upper School, English National Ballet School, Central School of Ballet, Royal Conservatoire of Scotland, Elmhurst, the School of Hamburg Ballet and National Ballet of Canada School.

Our [Associate Division](#) offers training in classical and contemporary dance and is a less time intensive course with less focus on progression to a career in dance.

Our [Professional Graduate Programme](#) is an exciting one-year classical ballet finishing course designed to make the connection between full-time training and professional performance.

We also offer a range of Open Classes to children, young people and adults of all backgrounds and ability.



Websites for Further Information

northernballet.com

digitaldance.org

northernballet.com/academy

Northern Ballet Learning

Our Learning Team is committed to creating opportunities for people of all ages and backgrounds to experience and learn about dance. We work in schools, theatres, and community settings across the UK to bring the joy of ballet to as many people as possible. From talks at theatres, to regular weekly specialist dance classes, the team works tirelessly to make ballet accessible to all.

We work in schools to support and encourage an active and creative approach to the curriculum, using the Company's narrative dance works as a tool to develop children's physical and emotional wellbeing through projects such as [Rise](#). Our Early Years work is well-established and uses popular stories to encourage creative movement-play with music. We also support teachers and dance practitioners to develop their skills through regular CPD sessions and a range of resources to support the teaching of dance.

Inclusive Dance Practice is key to our success; the team have developed inclusive pedagogy across our output to ensure our teaching methodology is world-class, leading the way in making ballet more accessible. Our specialist courses include [Ability](#), a dance course for adults with additional learning support needs, [In Motion](#), a course for wheelchair users and [Dance for Parkinson's](#). Each year we host [Expressions](#) – a festival of inclusive dance, bringing professional and community dance groups together to perform, learn, and share their passion for dance.

We believe that everyone can enjoy dance. Whether watching or joining in, experienced, or brand new to ballet – all our work is designed to be fun, creative, and inclusive.



The Role

Job Title:

Philanthropy Executive

Location:

Based in Leeds

Department:

Development

Reports to:

Deputy Director of Development

Main purpose of the job

We are looking for a Philanthropy Executive to join our small but dynamic team. This is an exciting opportunity for an ambitious individual with proven experience in fundraising to help shape and build growth across Northern Ballet's individual giving programmes, with a dual focus on donor stewardship and using data and our CRM database to drive success.

As Philanthropy Executive, you will:

- Build and steward relationships with individual supporters across all levels of giving.
- Use the Spektrix CRM database to identify and research potential donors, building a strong pipeline of support.
- Create and implement a programme of appeals to support key fundraising campaigns for the Company.
- Work alongside colleagues to deliver bespoke supporter events, in Leeds and in venues across the UK.
- Support the smooth running of the Development department.

Key Responsibilities:

You will be required to undertake any and all duties expected of a Philanthropy Executive which include but are not limited to:

Benefactors and Patrons:

- Support the Director and Deputy Director of Development in the delivery and administration of the Benefactor and Patron programmes, including planning timelines, preparing group communications, invitations, and stewardship updates.
- Take responsibility for income generated from Northern Ballet Patrons, working with the Deputy Director of Development to develop a strategy to affect significant growth of the programme.
- Be responsible for stewardship of Emerald Level Benefactors and be targeted on retention, growth and uplifts for this level.
- Contribute to the creation of an annual programme of Benefactor events.
- Work closely with Northern Ballet's Communications team to review booking data to identify cultivation opportunities.
- Steward existing supporters and ensure the highest standard of care.
- Report into the Deputy Director of Development and support the smooth delivery of the Benefactor programme.

Public giving:

- Work with colleagues to develop creative ways to generate additional income from audiences and to promote these opportunities to our donor base.
- Ensure we comply with legal requirements for public collections and fundraising events and support donation box / cash handling.
- Be responsible for digital card readers, ensuring they are well maintained and held securely.

Prospect research and cultivation:

- Research potential new donors to support Northern Ballet.
- Establish a prospect pipeline to ensure high retention rates amongst Patrons and Benefactors, working with the Deputy Director of Development to identify Patrons who have the propensity to be uplifted to join the Benefactor programme.
- Review prospect pipelines and the progress of cultivation plans for key supporters across the Development team.

Appeals:

- Work with the Deputy Director of Development to create and implement a programme of appeals to support key fundraising campaigns.
- Track appeal giving; identifying key trends and adapt campaigns in light of findings to ensure the highest level of success.
- Work closely with the Communications team to identify and implement strategic ways to build our fundraising database and approach our audiences with Northern Ballet's fundraising message and case for support.

CRM / Database Management:

- Take a key role in maintaining the Spektrix database, ensuring information is up to date, accurately logging event attendees, managing prospects and tracking relationships through Spektrix.
- Act as the team's Spektrix 'Champion' to create a standardised approach to the use of the system, in line with best practice, and be a first point of contact for more in-depth questions about Spektrix.
- Support accurate financial reconciliation and reporting by ensuring all gifts are added and maintained and that the annual Gift Aid claim is accurate and processed in a timely way through the CRM system.
- Using the CRM database, Spektrix, oversee data analysis to identify key prospects for cultivation and giving trends within our own supporter base.
- Produce and advise on the production of data reports, taken from Spektrix.
- Provide CRM support to the Box Office team at Northern Ballet, assisting with event set ups, and audience reports and analysis for the Stanley & Audrey Burton Theatre.
- Work closely with the Finance team to ensure Gift Aid is claimed in a timely way, using Spektrix CRM.

Compliance:

- Work within the rules and expectations set out by the Fundraising Regulator and the Chartered Institute of Fundraising.
- Work closely with colleagues in our Finance team and Comms team to ensure that we are complying with HMRC and GDPR rules.
- Ensure we keep accurate donation records on the Spektrix database.
- Work with the Director of Development and Deputy Director of Development to ensure that we deliver best practice in accordance with charity, tax and financial regulations and keep abreast of changes in legislation.

Departmental administration and support:

- Be responsible for the department's financial recording procedures and support the team with regular financial reconciliation processes.
- Provide support to the Development team in delivery of their programme of cultivation, corporate and membership events in Leeds and across the UK.
- Be an active member of the Development team, identifying cross-working and income generation opportunities and ensuring best practice is implemented in the use of Spektrix.
- Working towards the agreed annual budget, play an active role in supporting the Development team reach its overall target.
- Liaise across the team to facilitate and draft high quality Development communications, including invitations, website pages, leaflets, newsletters, and external reports.

Northern Ballet:

- Work with colleagues across the Company to promote the work of Northern Ballet – a powerhouse for inventive dance.
- Aim to create a positive working environment and to uphold our organisational principles, vision and values.

Essential Attributes

- Knowledge of using and interrogating databases, preferably Spektrix.
- Ability and confidence to steward and engage with a range of supporters and to represent Northern Ballet at events.
- Experience of prospect research and an understanding of how to maximise supporter journeys – acquisition, engagement, retention and income generation.
- Experience of monitoring income and expenditure and analysing data.
- Understanding of data protection legislation.
- Knowledge of email marketing systems, preferably Dotdigital.
- Experience running fundraising appeals.
- Highly organised and able to effectively manage competing priorities, with excellent attention to detail.
- Previous experience in a development role.
- Excellent interpersonal and communication skills.
- Interest in the work and impact of Northern Ballet.
- Excellent team player with a positive and collaborative approach to work.

Desirable Attributes

- Knowledge of fundraising and cultural sector in Yorkshire, London and nationally.
- Experience of working in the arts or charity sector.

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THE ROLE. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND YOUR DUTIES MAY FROM TIME TO TIME BE REASONABLY MODIFIED AS NECESSARY TO MEET THE NEEDS OF THE BUSINESS.

Northern Ballet strives to understand, respect and champion diversity in all its forms and believes in embracing diversity within our workforce, repertoire and practices. Therefore, we support and encourage people from a variety of backgrounds and experiences to apply. As part of our commitment to the disability confident employer scheme, we guarantee to interview disabled applicants who meet the essential criteria for our vacancies.

If you require any adjustment during any stages of our recruitment process, please contact hadmin@northernballet.com and we will be in touch with you to make the necessary arrangements. Some examples of adjustments could include sending documentation in alternative formats such as large print, braille or audio. Adapting the environment for the interview or allowing additional time for you to answer questions.

Terms

Salary:

£27,000 to £30,000 per annum depending on experience plus excellent benefits

Hours:

35 hours per week

Annual Leave:

25 days (full-time equivalent, pro-rated for part-time roles)

Probationary Period:

6 months

Notice Period:

6 weeks subject to successfully completing probationary period

Pension:

The Company operates a group personal pension scheme, with contributions from both the employer and the employee. Current contributions are Employer 5.75%, Employee 4.25%. Permanent full and part time staff are automatically enrolled after 12 weeks in post

To apply:

Please submit a copy of your CV, along with a covering letter stating why you would like to be considered for this role, to recruitment@northernballet.com by 21 March 2025, 17.00pm

Please also complete the [Equal Opportunities form](#) found on our website

Interviews will take place in Leeds week commencing 31 March 2025

Northern Ballet

northernballet.com

