



Job Description	Development Campaigns and Individual Giving Manager
Contract	2 year fixed-term (35 hours per week), start date March 2019
Department	Development
Location	Leeds based, involves some regional and national travel
Responsible to	Director of Development
Responsible for	Individual Giving Executive (temporary line management responsibility)

Job role

The Development Campaigns & Individual Giving Manager will support Northern Ballet in achieving financial success across its 50th anniversary celebrations in 2019-20 and 2020-21. Working closely with all members of the Development team, the post-holder will develop and deliver an ambitious calendar of fundraising activity and events around this milestone, encouraging support for the anniversary at all levels with a particular focus on high-net-worth individual giving. In both 2019-20 and 2020-21 Northern Ballet is working towards an annual fundraising target in excess of £1.1million, which the Development Campaigns & Individual Giving Manager will be expected to play an active role in reaching.

Key activity in the pipeline to date includes a major fundraising appeal, two large-scale fundraising events and a city-wide installation project, and there is potential to further build on these plans. Acting as the anniversary development project manager, the post-holder will work closely with the Development team, Events Manager and colleagues across the organisation to manage logistics, secure fundraising engagement with activity and establish effective monitoring processes for each campaign. The role will also require a close working relationship with Northern Ballet's Communications and PR teams to identify opportunities to deliver and promote anniversary fundraising messaging and activity through a variety of channels.

The Development Campaigns & Individual Giving Manager will also act as the departmental lead for the organisational-wide CRM system, providing guidance and support to other team members and championing best practice usage to maximise the team's fundraising potential.

Reporting to the Director of Development, the Development Campaigns & Individual Giving Manager will work collaboratively with all members of the Development team (particularly the Individual Giving and Corporate Executive) to ensure a strategic approach to encourage support of our anniversary programme. The role will also include temporary line-management of the Individual Giving Executive during the maternity leave of the Head of Development.

We are looking for a pro-active self-starter with drive, ambition and a passion for the arts, to help create and manage an exciting programme of fundraising activity and events around Northern Ballet's 50th anniversary and play a key role in supporting the Development team in achieving its fundraising target.

Key responsibilities

- Support the Development team in achieving an annual fundraising target of upwards of £1.1million in 2019/20 and 2020/21

- Act as the project manager for Northern Ballet's 50th anniversary fundraising activity, working collaboratively with the Director of Development, Trusts & Foundations Manager, Senior Corporate Development Executive and Individual Giving Executive to encourage support for the programme across each business area
- Work with the Events Manager to develop and manage a range of events across Northern Ballet's anniversary
- Work closely with the Communications and PR teams to identify opportunities to promote Northern Ballet's fundraising and events messaging across a variety of channels
- Track income through phased budgets, and use prospect pipelines and moves management processes supported by the CRM database
- Act as the departmental CRM lead for the organisation, ensuring best practice across the team
- Support and attend events managed by the Development team and Northern Ballet
- Take a proactive approach to networking and building relationships with individuals and companies to support the Development strategy
- During the maternity leave of the Head of Development, temporarily line manage the Individual Giving Executive, working closely with the Chief Executive and Director of Development to ensure the smooth running of Northern Ballet's Individual Giving programmes
- Play an active role in the day to day activities of the Development team, working closely with the team as a whole and supporting events
- Actively promote the Development team's values – to be Ambitious, Bold, Creative
- Working towards the agreed annual budget, support colleagues to help the Development team reach its overall income and expenditure targets
- Work with colleagues across the Company to promote the work of Northern Ballet and uphold our principles, vision and values

Person specification

Essential	Desirable
Experience of engaging new and stewarding existing high net worth individual donors	Experience of soliciting support from Trusts & Foundations and / or Corporates
Proven project management experience	
Track record of direct marketing and/or campaign co-ordination	Strong knowledge of marketing across a range of channels, including digital
Large-scale events management experience	
Experience of working with budgets and monitoring income and expenditure	
Experience of working in the arts or charity sector	Knowledge of the fundraising scene in Yorkshire, London and nationally
Experience of fundraising legislation and best practice, particularly regarding new GDPR legislation	
Excellent interpersonal and communication skills, with the ability to influence across all levels	
Strong networking and relationship-building skills	
Experience of writing public facing fundraising materials to suit a variety of audiences	Familiarity with legacy fundraising
Demonstrable ability to think strategically	
Strong knowledge of CRM systems	
Excellent team player with a collaborative approach to work	
Ability to think laterally and creatively	
Demonstrable experience of line management	
Educated to degree level or equivalent	
Flexible attitude to working with an ability to work evenings and weekends (in return for time in lieu)	