

## Job Description

<b>Job Title:</b>	Individual Giving Manager
<b>Department:</b>	Development
<b>Reports to:</b>	Head of Philanthropy
<b>Liases with:</b>	All Departments and external contacts at all levels

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### BACKGROUND AND CONTEXT

English National Ballet (ENB) exists to take world-class ballet to as many people as possible; delighting them with the traditional and inspiring them with the new. ENB's artistic output, reputation and ambition continues to grow rapidly and we have recently moved to a new purpose-built home on London City Island, Canning Town which will be shared with ENB School.

Our new building combines a unique production studio, modern training facilities, teaching and rehearsal studios, and spaces for the public to view our work, eat and drink in a state-of-the-art environment. The move provides the physical space we need to achieve our vision to be the country's most creative, diverse and exciting ballet company and puts the Company at the heart of East London's creative industries and infrastructure, offering long term partnership opportunities with local artists, higher education organisations, corporates and philanthropists.

### PURPOSE OF THE ROLE

You will support English National Ballet's vision and the Development Department's strategy to grow Individual Giving income from existing donors and new supporters. You will have specific responsibility for the ENB's giving schemes – Friends, Great Friends and Patrons with a total income target approaching £700k for 2020/21. You will be supported by the Head of Philanthropy to drive new business and reach new audiences and achieve an uplift of around £100k on 2019/20 income. You will also be responsible for promoting Gifts in Wills across the ENB overall supporter base.

You will be integral in proposing creative approaches to help achieve/exceed income targets, deliver objectives to increase income, whilst providing excellent, engaging stewardship to supporters. You will be part of an expanding fundraising team stepping up to meet the ambition of this world class ballet company.

### KEY RESPONSIBILITIES

#### Strategy, Planning, Delivery

- Achieve financial targets for Individual Giving of c. £700km p/a by successfully managing the ENB supporters' schemes (Friends, Great Friends and Patrons).
- Lead on the delivery and stewardship of the individual giving schemes overseeing:
  - The development and management of the Patrons schemes (£1200+) working closely with the Head of Philanthropy,
  - The development and management of Friends (£50-£60), Great Friends (£110-120) working with the support of the Individual Giving Coordinator

- Plan and deliver successful appeals, working closely with the marketing team to ensure clarity and consistency across all communications and to maximise opportunities and reach as wide an audience as possible.
- Retain and increase support by working with the Individual Giving Coordinator and the wider team to deliver an excellent programme of customer care for donors and potential donors. Including the delivery of a range of benefits according to giving level, and a personalised booking service and several events across the year.
- Support and contribute to English National Ballet's cultivation and stewardship programme to ensure that the giving potential of each supporter is maximised.
- Implement the findings of an evaluation and review to ensure the schemes are future proofed, sustainable and able to increase in net contribution to ENB's income.

### **Prospecting and Cultivation**

- Contribute information to prospect meetings and for guest lists. Produce briefing notes for Executive and Trustee meetings and events with Individual Supporters.
- Work with Development and Marketing colleagues to develop strategies for identifying prospects and deepening relationships with our current audiences
- Identify new opportunities to engage audiences with fundraising opportunities and campaigns following the move to London City Island.

### **Communications, Networking, and Stakeholder Management**

- Work on leads generated by ENB's Board, Development Board and Committee volunteers to identify prospective supporters at Patron levels and for Legacy asks, engage them with the Company and make coordinated and targeted approaches.
- Oversee the programme of cultivation and stewardship events for the ENB's individual giving schemes of Friends and Patrons, based on prospect motivation, ensuring integration with the overall Development Department events programme.
- Adhere to the highest standards of fundraising best practice, attend Sector networking events and build relationships with other fundraisers, ensuring that ENB is well networked in Individual Giving and Legacy fundraising activity.

### **Staff Management**

- Manage the Individual Giving coordinators work on projects, setting targets and evaluating the performance and development of this team member.
- Ensuring the highest quality of written work, excellent communication and collaboration with internal stakeholders and sector leading supporter care.
- Managerial responsibility for a group of volunteers including working with the Individual Giving Coordinator to organise tasks, maintaining accurate CRM and financial records and managing the volunteers' experience at ENB.
- Ensure efficient sharing of information within the Development team.

### **Finance and Compliance**

- Manage and monitor monthly the annual income budget, providing quarterly reforecasts to the Head of Philanthropy and for the Development Director.
- Ensure own compliance with GDPR, ENB's Data Management and Privacy Policies, Gift Aid, Payment Card Industry (PCI) and other relative, and Company policies.
- Maintain excellent and accurate records on the Company-wide database (Tessitura) to track relationships, record prospects, approaches and proposals and keep accurate records of communications.

## **General**

- Be an active member of the Development Department, helping to deliver Opening Nights, galas and stewardship events.
- Participate in the provision of the safe working environment, adhering to the Company's Health and Safety policies always.
- Be prepared to work evenings/weekends as required and to act as an ambassador for ENB.
- Undertake any other related duties as requested by the Head of Philanthropy or the Development Director.

## **PERSON SPECIFICATION**

### **Experience and Knowledge**

- Proven track record of fundraising from individuals through regular giving schemes, and of raising and stewarding gifts of five figures and above.
- Understanding of membership schemes and of HMRC and Gift Aid regulations.
- Experience of working to targets and developing long-term strategies for support from individuals.
- Experience or understanding of promoting legacy giving through Gifts in Wills.
- Experience of working with donors, supporters and volunteers.
- Line management experience or ability to show an aptitude to nurture and develop talent in team members and/or volunteers.
- Knowledge of relationship and/or ticketing databases, Tessitura or similar.

### **Skills and abilities**

- Good influencing and negotiating skills, focussed on making well-considered (business) decisions.
- Clear, confident communication (strong-verbal and written) and active listening skills.
- Ability to communicate effectively at a senior level with internal and external stakeholders.
- Excellent relationship building and interpersonal skills.
- Efficient time management ability to multitask against strict deadlines, with a focussed and calm approach.
- Proficient use of the general suite of Microsoft Office Programmes (Outlook, Word, Excel), and Adobe Acrobat.

### **Mind Set**

- Professional and ethical approach in all aspects of your work as an ambassador for the Company.
- Positive enthusiasm for ENB's vision and the performing arts generally.
- Effective in balancing work and life demands.

**This job description is a guide to the nature of the work required of the prospective employee and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.**