

## Job Description

<b>Job Title:</b>	Head of Individual Giving and Trusts
<b>Department:</b>	Development
<b>Reports to:</b>	Director of Development
<b>Responsible for:</b>	Individual Giving Manager Philanthropy Manager Trusts & Research Manager
<b>Liaises with:</b>	All Department colleagues and volunteers Board, Development Board and Gala Committee(s) External contacts, peers and fundraising professionals at all levels.

---

### 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

The Head of Individual Giving and Trusts, leads, implements and develops English National Ballet's individual giving and trust fundraising programmes, in line with the department's strategic planning and delivery.

The role is integral in establishing excellent relationships (internally and externally), an exemplary stewardship programme and robust systems that contribute to an overall department target of £2.8 million in 19/20, increasing thereafter.

### KEY RESPONSIBILITIES

#### Strategy and Planning

- In conjunction with the Development Director, develop and lead the individual giving and trust fundraising strategies, comprising major giving, patrons, friends, appeal and legacy support.
- Cultivate and engage a personal portfolio of high-value prospects and donors, gaining trust and commitment to the Company with the aim of soliciting significant asks and establishing long-term philanthropic relationships.

- Identify and solicit gifts towards ENB's ongoing capital campaign, balancing the approach with ongoing revenue support, and transition Capital supporters into revenue giving programmes.
- Monitor the performance of the individual giving programme, embedding Tessitura across the team to track the prospect pipeline as well as setting and managing KPIs.
- Lead on key events (e.g., Opening Nights, cultivation events, stewardship), liaising with colleagues across the department, Events and Enterprises Team, Board and Executive on guest lists, and preparing briefing and speech notes as required.
- Keep abreast of current trends and thinking in philanthropy, membership and trust fundraising, to identify, new opportunities and risks to funding streams. Sharing key updates appropriately, across the Company, in a timely manner.

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

- Work with ENB's Board, Development Board and Committee volunteers to identify prospective supporters, engage them with the Company and make coordinated and targeted approaches.
- Work in a collaborative and integrated way with colleagues across ENB to identify fundraising opportunities and develop new propositions for philanthropic support, creating compelling proposals that articulate the case for support and devising cultivation plans for specific areas of the Company's work such as new work and dancer health and wellbeing.
- Lead and manage relationships with external agencies, and internally with the Marketing and Digital teams, to create inspiring print and online materials.
- Represent ENB alongside the Executive Director, Artistic Director, Development Director, Chair and Trustees, in presenting to prospective supporters and at various forums, demonstrating the highest professional standards.

### **Leadership and Team Management**

- Provide leadership to the Individual Giving and Trusts team to achieve targets of £1.7million in 2019/20 (within a departmental target of £2.8 million) and embed the systems and culture for sustained growth to support ENB's future ambition and mission.
- Line manage staff effectively to ensure sustainable delivery of targets and a whole team approach (including regular team meetings, appraisals and formulating targets and development plans).

### **Finance and Compliance**

- Manage and monitor annual income and expenditure targets, providing quarterly reforecasts to the Development Director and updates at Development Board meetings.
- Ensure the efficient administration of the Individual Giving and trust team, including the team and their own compliance with GDPR, ENB's Data Management and Privacy Policies, Gift Aid, Payment Card Industry (PCI) and other relative, and Company policies.

### **General**

- Undertake any such other duties that fall under the general scope of this role as may reasonably be required by the manager, Executive team, or directorate.

- Always participate in the provision of a safe working environment adhering to the Company's Health and Safety policies.

## **PERSON SPECIFICATION**

### **Experience and Knowledge**

- A proven track record of experience in successful fundraising, preferably in major gifts.
- Proven experience of developing innovative and creative funding ideas that inspire and engage donors.
- Proven experience of working with Boards and senior volunteers to cultivate relationships with current and potential new supporters.
- Significant experience of managing staff and volunteer committees, with the ability to realise and develop colleagues' potential.
- Desirable experience of raising six figure gifts from individuals or charitable trusts.
- Desirable experience of fundraising for a capital campaign and/or for organisations coming out of a capital funding programme.
- Desirable experience of fundraising in the arts, specifically dance.
- Strong financial acumen and a proven track record of managing income and expenditure budgets.
- Detailed knowledge of UK charitable giving and taxation law, as it applies to fundraising, and an excellent understanding of the fundraising marketplace, good practice and current trends.

### **Skills and Abilities**

- Exemplary communication (written and verbal), and active listening skills.
- Good influencing and negotiating skills, focussed on making well considered (business and Company related) decisions.
- Excellent relationship building and interpersonal skills, with the gravitas to articulate the Company's artistic direction, especially when raising support and responding to donors' interests.
- Strategic thinker, with the ability to look at the bigger picture at the same time as having excellent attention to detail.
- A collaborative instinct, with the ability to work well with colleagues across the business, sharing ideas, successes and learnings.
- Ability to prioritise, manage and coordinate a number of projects simultaneously, with a focussed and calm approach.
- Proficient use of the general suite of Microsoft Office Programmes (Outlook, Word, Excel), Adobe Acrobat and other presentation and graphics packages.

### **Mind Set**

- Professional and ethical approach in all aspects of your work as an ambassador for the Company.
- Positive enthusiasm for ENB 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.**