

## Job Description

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

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### BACKGROUND AND CONTEXT

"English National Ballet's move to east London has transformed the future of ballet, both in the capital and nationwide. It means they can put on more inspiring performances, can develop the stars of tomorrow and reach more people through their education programmes than ever before."

- *Sadiq Khan, Mayor of London*

English National Ballet holds an important place in British ballet history. The Company was established in 1950 as 'Festival Ballet' (later London Festival Ballet) and started regular national touring following the Festival of Britain in the summer of 1951. In 1968 Beryl Grey became Artistic Director and, with legendary dancer Rudolf Nureyev choreographing successful new works, our ambitions continued to grow.

We were the first British ballet company to establish an 'Education Unit' in 1980 and our creative learning and engagement programmes are very much at the heart of our mission today, working with people who are marginalised in some way or who lack opportunities to access dance. A sector leader in creative learning and outreach delivered across the UK, we connect people from wide demographics, delivering positive physical, mental and societal benefits through dance. Programme strands cover Health and Wellbeing, Children and Young People, Placemaking and Industry Skills.

Our 10-year flagship project Dance for Parkinson's which was the first of its kind in the UK, recognised in the Mayor of London's Health Inequalities Strategy as a case study for A Fairer, Healthier London, has five national hubs, and is the focus of a King's College/UCL academic study, supported by the Wellcome Trust, researching the scalability of arts projects for social-prescribing.

Under the artistic directorship of Tamara Rojo since 2012, ENB is a leader in celebrating the classics whilst evolving the artform: "Rojo wants to bring ballet out of its too often elite precincts, in part by reimagining the classical repertoire" (The New Yorker). Tamara's defining vision has further enhanced our public and critical profile as a world-class, innovative company that champions ballet's role as a vital art form in a diverse, modern society.

In July 2019, we moved into a purpose-built state-of-the-art home on London City Island, combining a unique production studio, modern training facilities, teaching and rehearsal studios, and spaces for the public to view our work and to socialise in a welcoming environment. The new building is transformational for ENB and our role in supporting the sector, enabling us to be accessible for classes and deliver community programmes with our new neighbours in Tower Hamlets and Newham. The increased dance and music studio capacity also offers co-creation space for artistic development and cross-artform collaboration and R&D.

We have impressive online engagement, social media reach and growth, with 206m impressions and 10m video views in 19/20.

Whilst we lost nearly two thirds of our income in 2020 due to lockdown and the impact of the pandemic, we were fortunate to secure Emergency Funding and a Culture Recovery Fund grant from ACE and the Government. We were disappointed to close the doors to our new building so soon after opening them, but we mustered quickly, implementing an emergency plan that focused on remaining active throughout lockdown. We pivoted to digital delivery from the outset - Tamara was sharing open access classes from her kitchen within 24 hours – and we repurposed our theatre-scale production studio for digital capture.

We are even more grateful now than before for the resources and opportunities that our new building will afford us post-social distancing restrictions. The necessary pivot to digital has been a steep but impactful learning curve, throwing light on new learnings about engagement preferences and programme reach. This has been a positive legacy of the pandemic, enabling us to expand our reach and deepen impact significantly. The building and our learnings from this year will help us maximise these opportunities.

In 2020, ENB celebrated its 70th Anniversary. The pioneering spirit of our founders is more radical and impactful today than it has ever been; we bring world-class ballet to as many people as possible, wherever they are and whatever their means.

We have a loyal and committed supporter base, and our capital fundraising campaign enabled us to establish and nurture many new relationships. But we have the appetite and opportunity to achieve much more, and to keep trailblazing and ensure our financial recovery, we must continue to grow fundraising income.

We have supportive Trustees, a dedicated Development Committee and committed staff, dancers and creatives who are enthusiastic about working with Development to engage our supporters and share their knowledge and experience. Alongside this, our mission, values and extensive programmes lend themselves to compelling and appealing fundraising narratives such as access to the arts, health and wellbeing, community engagement and societal cohesion.

## **PURPOSE OF THE ROLE**

The Individual Giving Manager is a key member of the Development team. Reporting to the Head of Philanthropy and working closely with people across our organisation, they grow income from existing and new individuals, define new propositions and strategies, and support the wider Development team in encouraging our supporters to enjoy and enhance their giving to ENB.

The role has specific responsibility for the ENB's giving schemes – Friends, Great Friends and Patrons - with a total income target of £450,000 for 2020/21, with ambitions for growth in income in this area as the organisation recovers from the pandemic and establishes itself in its new home in East London. It is also responsible for appeals such as the Big Give, for promoting legacy giving across ENB's supporter base, and for providing excellent stewardship of our supporters.

## **KEY RESPONSIBILITIES**

### **Strategy and delivery**

- Achieve increasing financial targets for Individual Giving
- Lead on the cultivation and stewardship of the individual giving schemes, overseeing:
  - The Patrons schemes (£1200+)
  - Friends (£50-£60) and Great Friends (£110-120)

- Produce well-crafted, persuasive and targeted fundraising propositions and communication materials such as newsletters and updates.
- Plan and deliver successful fundraising appeals, working closely with the Development and Marketing teams to ensure clarity and consistency across all communications.
- Devise a strategy for and deliver an excellent programme of donor and prospect stewardship and cultivation.
- Support ENB's wider engagement activities, working with team fundraisers to develop donor pathways leading to higher levels of giving.
- Ensure that fundraising deadlines and donor commitments are met on time and to a high standard.
- Ensure Gift Aid is recorded and processed effectively to maximise income.

### **Prospecting**

- Devise and implement processes for systematic prospect identification, research, prioritisation and solicitation.
- Contribute to team prospect meetings.
- Produce briefing notes for Executive and Trustee meetings and events with Individual Supporters.
- Work with ENB's Board of Trustees, the Development Board and other volunteers to identify and engage new prospective supporters at Patron level for annual and legacy support.

### **Finance, compliance and internal relationships**

- Oversee and regularly track the annual income budget for individual giving, providing accurate financial information and updates as required.
- Ensure compliance with GDPR, ENB's Data Management and Privacy Policies, Gift Aid, Payment Card Industry (PCI) and other ENB policies.
- Maintain excellent and accurate records on our database (Tessitura) to track and map the development of all donor relationships within the role's portfolio.
- Build credibility and good working relationships with colleagues across ENB and the wider sector.
- Maintain the highest standards of fundraising practice, working with a clear understanding of and adherence to the Code of Fundraising Practice.
- Maintain a professional awareness of sectorial developments with an eye to spotting new trends and opportunities.
- Participate in the overall team's budgeting and forecasting processes.

### **General**

- Be an active member of the Development Department, representing the team at key meetings and events as required and acting as an ambassador for ENB at all times.
- Participate in the provision of the safe working environment, adhering to the Company's Health and Safety policies always.
- Be prepared to work evenings and weekends as required.
- 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, preferably of raising and stewarding gifts of five figures and above.
- Experience of working to targets and developing long-term strategies for support from individuals.
- Understanding of fundraising membership schemes and of sector regulations.
- Experience or understanding of legacy giving processes and activities.
- Knowledge of CRM and/or ticketing databases, Tessitura or similar.

### **Skills and abilities**

- Ability to communicate clearly and persuasively, both in person and in writing, tailoring delivery to suit the audience.
- Ability to operate effectively at a senior level with internal and external stakeholders.
- Excellent relationship development skills and the ability to network effectively with a wide range of people on every level.
- A high level of confidence and discretion when dealing with supporters and stakeholders.
- Proven ability to organise and prioritise a demanding and varying workload.
- Ability to think laterally, see multiple relationships and identify connections between opportunities and funders.
- Excellent numeracy skills.
- Proficient use of the general suite of Microsoft Office Programmes (Outlook, Word, Excel), and Adobe Acrobat.

### **Mind set and attitude**

- Professional and ethical approach in all aspects of your work as an ambassador for the Company.
- A hard working, personable and unflappable nature.
- A team player, able to work collaboratively.
- Resilient, able to work calmly under pressure in a target-driven environment.
- A passionate advocate for the arts and for their ability to transform lives.
- 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.**