

JOB DESCRIPTION

BUSINESS DEVELOPMENT MANAGER

Overall Job Purpose:

To develop implement and deliver a sustainable development and commercial fundraising strategy raising CAPA College's profile with external stakeholders, trusts and foundations and maximising income.

Accountability - Specific

Development

- Work with Senior Leaders to develop and deliver a development/ fundraising strategy that supports the College in presenting an appealing proposition for potential members, donors, patrons and corporate sponsors; advances the College's fundraising, membership and venue hire activities to maximise income whilst raising the profile of the College.
- Manage and implement the development/fundraising strategy to realise ambitious annual targets and grow contributed income at the College.
- Maintain a detailed fundraising roadmap; regularly evaluate, review and adjust this strategy as necessary.
- Supporting creative ideas for additional income generating opportunities during and after the completion of our new build.
- Prepare, write and present proposals and reports to a range of low-level to high-level grant making trusts.
- Keeping development data, information and fund-raising data up to date.
- Devise and implement individually tailored solicitation plans for prospects and donors, creating specific philanthropic journeys to secure new and repeated major donations.
- Produce management information report on progress with applications and to feed into overall planning and monitor progress against funding raising targets.
- To keep up to date on funder trends and future opportunities including changes in funding priorities.
- Keep up to date with current arts fundraising approaches and methodologies, integrating these into work plans where appropriate.
- To keep up to date with development in fundraising and giving.
- Source support from the corporate sector for sponsorship, charitable donations and gifts in-kind, and develop relationships with the Centre's existing business supporters. Ensure that all sponsorship benefits and branding agreements are delivered.
- Create and deliver within budget an annual programme of special events for high-level supporters designed to maximise supporter retention.
- Devise and oversee the delivery of a programme of fundraising events to cultivate new and existing relationships with funders and supporters. Attend the fundraising events and engage the College team around them.
- To manage administration of College applications and reporting, accurately maintaining paper and electronic records, ensuring timely collections of funding instalments, and audit trails where appropriate.

- To ensure that a CAPA College funders/sponsors list is kept up to date on the college website, at performances and front of house.
- To maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of CAPA College.
- To act always in the best interest of CAPA College.
- Research, prepare and submit applications for suitable public funding schemes from national government, government and international agencies and local authorities.
- Research and source potential support from individual donors. Cultivating relationships and creating avenues and opportunities for donations and other gifts.
- Keep accurate and up-to-date financial records and reports of marketing and fundraising activity. Provide input into the business plans, budgets and College accounts, plus other documents and analyses as required.
- Provide quarterly reports for the Principal and Local Governing Body.

Commercial Operations – Lettings/Outreach/Catering

- Assessing our new build facilities for lettings and outreach suitability (due for completion in Summer 2020).
- Developing and delivering the College's Commercial vision across these elements
- Develop, implement and deliver a commercial strategy which maximises income and growth, and supports an integrated approach across all trading operations and activities covering catering, lettings, outreach and shows and raises the College profile with external stakeholders.
- Developing a marketing plan in collaboration with our Marketing and Communications Officer.
- Establishing a pricing strategy and growing customer numbers.
- Managing the lettings/outreach budgets
- Capitalising on marketing, commercial and fundraising income-generating opportunities provided by our programme of performances, events and learning, as well as other areas with potential for business activity.
- Being a visible senior ambassador for the College by cultivating effective relationships and strategic partnerships with digital, cultural, media educational and arts donors, patrons, and corporate sponsors that result in a significantly increase profile and income for the College.
- Produce regular and effective financial and non-financial performance reports, including agreed key performance indicators.
- Ensure the effective management of contracts and relations with external providers so that they make a demonstrable contribution to supporting the needs of the business and provide value for money.

Accountabilities - Generic

- Participate in management and planning meetings when required to ensure that implications for funders are considered in key planning and scheduling decisions.
- Attend regular staff meetings and update the wider organisation on commercial/development work.

- Serve as a role model based on high standards and professional conduct
- To present the best possible image of the College in general, and in particular, in all contact and communications with the general public, visitors, parents, students, customers, suppliers and all other external organisations.
- Be aware of and comply with policies and procedures relating to health and safety, equal opportunities, confidentiality and data protection at all times, reporting all concerns to the appropriate person.
- To comply with the College's Staff Code of Conduct
- Maintain confidentiality in relation to all work undertaken
- Contribute to the safeguarding and promotion of the welfare and personal care of students and with regard to Child Protection procedures.
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Undertake any professional development as needed and as determined by the Principal.
- Carry out such duties as may be reasonably assigned by the Principal.
- Participate in the College's staff appraisal system.

This job description will be reviewed annually, and updated as required, in line with the ongoing development of CAPA College. It is not a comprehensive statement of procedures and tasks, but set out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

Employment checks required of this post:

- Evidence of entitlement to work in the UK.
- Evidence of essential qualifications as detailed in the Person Specification.
- Two satisfactory references.
- Evidence of a satisfactory safeguarding check e.g. DBS
- A List 99 check.
- Confirmation of medical fitness for employment.