

# DANCEEAST

Development Manager

Candidate briefing

June 2024



**MOVE | BE MOVED**

**JERWOOD  
DANCEHOUSE  
IPSWICH**

# DANCEEAST

## About the role

DanceEast has launched an ambitious new fundraising strategy for 2024-29 which outlines a mixed-income approach to growing contributed income through mid- and major-level individual giving, legacies, and a targeted approach to securing investment from trusts, foundations, statutory and lottery funders. It also includes the launch of a major new initiative to establish a flexible endowment for DanceEast, to future-proof the organisation's finances and to provide a level of independence. Key to the successful delivery of this strategy will be engaging an experienced Development Manager, who will work alongside the Head of Communications and Development and lead a complementary portfolio of fundraising activities, to achieve ambitious aims and meet annual targets. At this pivotal and exciting moment, we are seeking to engage an ambitious, driven, and proactive Development Manager. The post would suit an established fundraiser who wants to be at the heart of driving change, and who is eager to deliver a significant financial impact for one of the UK's most vibrant, impactful, and established dance organisations.

## About DanceEast

*'DanceEast has played a key part in our county and town by bringing world class dance, dancers, choreographers and designers... to Ipswich.'* Gary Avis MBE

DanceEast's vision is a world where everyone can benefit from the vital and life-enhancing power of dance.

Based at the state-of-the-art Jerwood DanceHouse on the Ipswich Waterfront, and operating in the East of England and beyond, our mission is to create new and exciting ways for people to move or be moved, through participating in, experiencing, or producing dance at its very best. We promote dance as an avenue for self-expression, discovery, and fulfilment; to enhance health and wellbeing; and as a tool to unite people and communities.

Three values drive us forwards: a passionate pursuit of quality, a commitment to making dance compelling, accessible, and inclusive for everyone, and a determination to focus effort and investment where it has the greatest impact.

Our operations and strategy are informed by six guiding principles:

- To be a leading voice in dance and a principal talent and ideas incubator - delivering an accessible, inclusive, and relevant creative programme
- To be a national leader in digital dance innovation
- To be an exemplar organisation, with strategic governance, model financial and operational management and a dynamic approach to business planning
- To minimise our environmental impact
- To remain a beacon of excellence, enhancing the profile of Ipswich, Suffolk, and the East of England.

# DANCEEAST

As one of the UK's leading dance organisations and the home of dance in the East of England, our work is consistently excellent, and our impact is felt locally, regionally, and nationally. Each year our programme reaches up to 40,000 attendances annually. Our outreach activities focus on people facing disadvantage as well as those traditionally under-represented in arts engagement; we give more people the chance to experience and create the highest quality dance, for the greatest benefit of all. More information about DanceEast can be found at [www.danceeast.co.uk](http://www.danceeast.co.uk).

*"Dance is everything to me. Dance is expression, recovery, it's kind of [a] beautiful art form."* CAT student



*Far From the Norm. Mama, 2023*

© Camilla Greenwell

## **Purpose of the post**

The Development Manager will play a critical role in delivering DanceEast's 2024-29 fundraising strategy. They will take the lead on delivery of key elements within the strategy's delivery action plan, including: developing compelling and competitive trusts, foundations, statutory and lottery applications (above £15k and multi-year); launching and building three new giving funds based on DanceEast's programme priorities; and leading on mid- and major level individual giving. Alongside managing their own substantial portfolio, the post-holder will support the Head of Communications & Development to introduce a legacy giving option for DanceEast, and to launch an ambitious endowment campaign. The post-holder will be an experienced and confident fundraising manager, confident to act as a strong advocate for DanceEast's case for support both internally and externally and lead on key relationships for the organisation. Together with the Head of Communications & Development, the Development Manager will build significant momentum behind DanceEast's fundraising to meeting ambitious income targets and establish a sustainable financial model, while enabling the organisation to achieve its programme goals through external investment.

## **Key relationships**

**Internal:** The Head Communications & Development and other members of the Communications & Development team; The Head of Creative Programmes and other Creative team staff; Board of Trustees; Artistic Director & Chief Executive; Head of Operations & Resources; Sales & Venue staff; Finance staff; and other staff across the organisation.

**External:** Existing and potential funders, donors, and sponsors; key representatives at trusts, foundations, lottery, and statutory funders; artists, companies, participants, and others involved in DanceEast's programmes; volunteers.

## **Principle responsibilities**

### **Trusts, foundations, lottery, and statutory**

- Research, develop, and deliver against an ambitious pipeline of funding opportunities.
- Proactively work with colleagues to develop, write and submit strong applications and proposals, focusing on opportunities over £15,000, prioritising significant and multi-year asks.
- Identify, establish, and manage relationships with representatives from grant-giving organisations, working with colleagues and trustees to connect with funders where possible.
- Pursue opportunities to bring representatives from grant giving organisations closer to DanceEast's programme, e.g. invitations to DanceEast or sharing testimonials by email.

# DANCEEAST

- Ensure the timely acknowledgement and processing of grants.
- Develop and submit detailed, high-quality grant reports.

## Individual Giving

- Research, develop, and deliver a pipeline of individual giving opportunities, focusing on mid- and high-level gifts.
- Work with trustees and colleagues to identify, cultivate, and establish relationships with potential supporters.
- Develop compelling proposals; meet with donors and make the ask where appropriate, or brief senior colleagues and trustees for donor meetings.
- Establish a cultivation and stewardship programme, ranging from one-to-one meetings with supporters/ donors to larger pre-show events and dinners.
- Lead on relationships with a range of mid- and major- individual supporters.
- Work with the Head of Communications & Development to launch three new giving funds for DanceEast; secure donations for these funds.
- Support the launch of a campaign to establish a flexible endowment for DanceEast; identify potential HNW supporters and prepare proposals as required.
- Support the Head of Communications & Development to establish a legacy giving option.
- Oversee the delivery of one public fundraising campaign annually, collaborating with the Marketing & Communications and Sales & Venue teams to do so.
- Oversee DanceEast's membership programme (administered by the Sales & Venue team).

## Sponsorship

- Pursue and establish relationships with representatives at potential sponsor organisations; seek sponsorship and corporate support where appropriate.

## Fundraising management

- Manage key aspects of fundraising delivery outlined in a delivery action plan, to achieve targets; oversee an annual planning cycle with the Head of Communications & Development.
- Work with the Head of Communications & Development to set and monitor targets, and contribute to quarterly forecasts and Board reports.
- Oversee administration of the fundraising function, delivered by the Sales & Venue team
- Establish effective use of DanceEast's CRM system for fundraising purposes; improve DanceEast's thank you and communications processes
- Maintain good, clear, and GDPR compliant fundraising records
- Keep up-to-date with relevant sector developments.

## Communications

- Act as the internal and external point of contact for fundraising.
- Deliver regular and effective communications to supporters at all levels.
- Work with the Marketing & Communications Manager to ensure consistent messaging across DanceEast's platforms and materials.

# DANCEEAST

- Commission a range of compelling and visually interesting fundraising materials, including funding proposals and films.
- Represent DanceEast at external meetings and events as required.
- Contribute to writing think pieces and articles as required.

## General

- Attend staff and team meetings
- Carry out duties and responsibilities with regard to DanceEast's Equalities, Environmental, Access, Health & Safety and other policies
- Contribute to a positive organisational culture, supporting staff, looking after volunteers and student placements, and ensuring that the organisation performs at its best at all times
- Undertake other duties as may be reasonably required by DanceEast.

**At DanceEast we are committed to creating a diverse, inclusive workforce that is reflective and representative of the diversity of our communities.**

**We recognise that difference is a strength, and our working environment is one where every individual's unique contribution is valued and respected.**



*Care to Dance? 2024*

© Amy Falla

Page 6 of 10

# DANCEEAST

## Person specification

### Essential

- Demonstrable success in raising funds from various sources including individuals, trusts, and foundations.
- Experience of securing grants of five figures and above, and donations of four figures and above.
- Experience of working with colleagues to develop programmes and proposals.
- Expertise in conducting funding research and managing pipelines and targets.
- Confident in working to deadlines while producing high quality proposals; an ability to manage multiple priorities and to work well under pressure.
- Proactive, persuasive, and willing to be a strong advocate for DanceEast.
- Excellent written and verbal communication skills and strong interpersonal skills, and an enthusiasm for communicating with a wide range of people.
- Confident to engage with donors, funders, senior staff and trustees, and other key contacts
- An interest in the arts, preferably dance, participatory activities, and performance.
- Awareness of the latest trends and developments in the arts and non-arts fundraising sector.
- A demonstrable commitment to diversity and inclusion.
- Working knowledge of fundraising CRM systems and experience of developing processes.
- High level of computer literacy, including Microsoft Office programmes.
- Knowledge of GDPR and other relevant regulations.

### Desirable

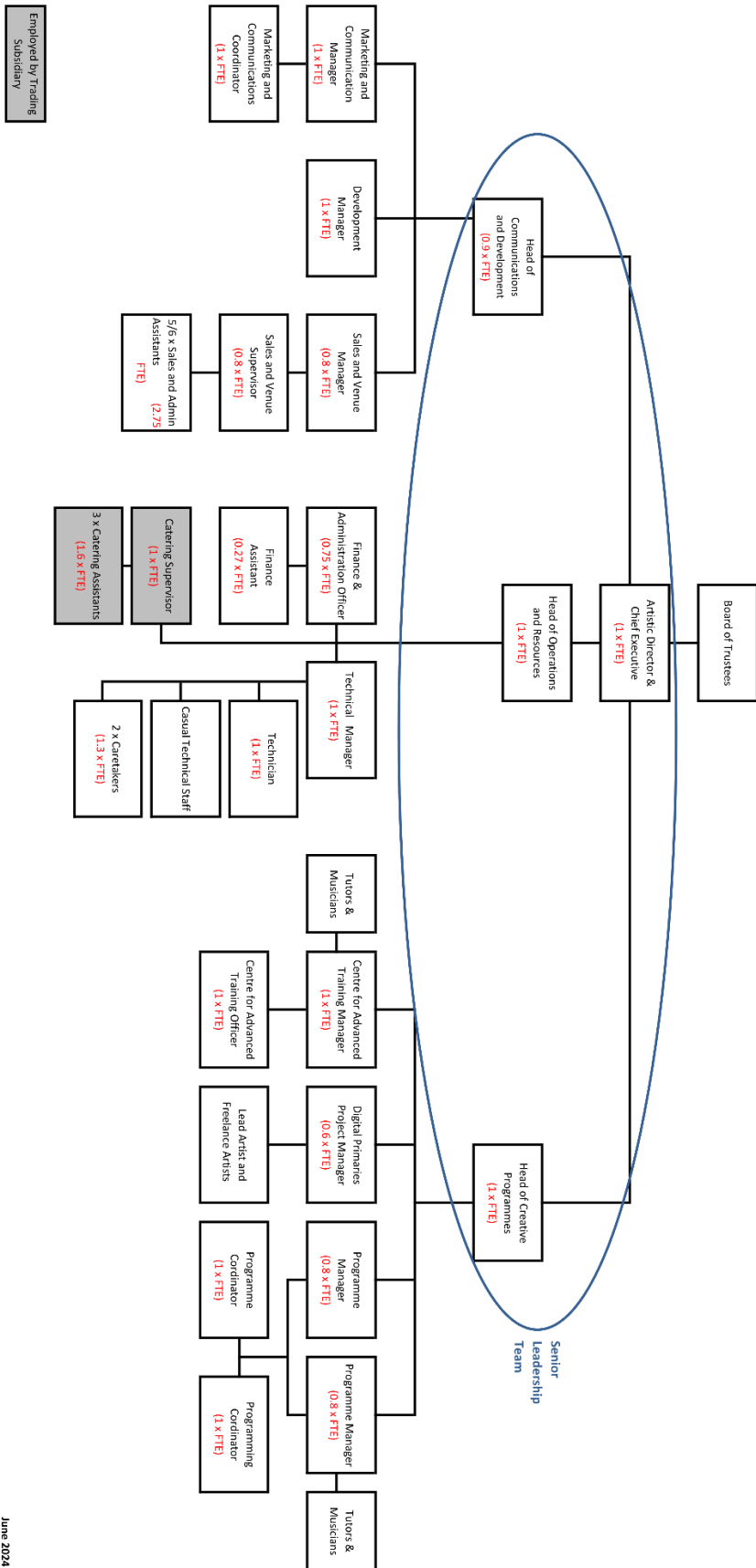
- A strong working knowledge of the arts and cultural sector.
- Existing contacts with funders and donors relevant as potential supporters of DanceEast.
- A track record of securing grants of six figures and above, and donations of five figures and above.
- A flexible approach to work, including a willingness to work occasional evenings and weekends.

**While we are seeking an experienced fundraiser with experience across contributed streams, we understand that candidates might have a stronger track record in a specific area of fundraising.**

**We are open to applications from candidates with significant experience in either trusts, foundations, lottery and statutory, or mid/ high level individual giving.**

# DANCEEAST

## Organisational structure



June 2024



# DANCEEAST

## Terms and Conditions

Salary scale:	£32,000 – 35,000 per annum, depending on experience.
Responsible to:	Head of Communications & Development
Hours of Work:	37½ hours per week, normally worked over five days. However, we are open to conversations about part-time working (0.8 FTE minimum).
Working Hours:	The standard working week is Monday to Friday, 9am to 5.30pm, with one hour for lunch. The organisation welcomes flexible working with daily start times of up to 10am and finish times from 4pm, and you should agree your exact working pattern with your line manager. Occasional evening and weekend working will be required.
Place of Work:	Jerwood DanceHouse, Ipswich, IP4 1DW. By the very nature of the role and organisation, office working will be the default position, with a minimum of three days in the office per week. We are, however, open to conversations about hybrid or flexible working.
Holiday Entitlement:	20 days paid holiday per year increasing to 25 days after two years of continuous employment; plus statutory UK days bank holidays.
Probation period:	Three months.
Notice Period:	One week during probation period, rising to two months after successful completion of probation period.
Right to Work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
References:	Offers of employment are subject to the receipt of references that are satisfactory to DanceEast.
Pension Scheme:	Should you meet the required criteria, as laid down by legislation, you will automatically be enrolled into a qualifying workplace pension scheme in which both yourself and DanceEast, as your employer, will make monthly contributions to. You do have the option to opt out of the scheme if you wish to.
Relocation:	A small relocation package may be available to suitable applicants.
Additional Benefits:	Complimentary tickets for DanceEast productions and classes (subject to availability); Training and development opportunities; Cycle to Work scheme; and Staff discount at the DanceHouse café.

**This job description is a guide to the nature of the work required of this position.  
It is neither wholly comprehensive nor restrictive.**

# DANCEEAST

## Making an application

Applications should be made on the enclosed application form.

Candidates should provide detailed information in their application which clearly demonstrates how they meet each of the essential criteria listed in the person specification. The shortlisting panel will assess applications solely on the information supplied, so it is essential that your responses correspond to these criteria.

DanceEast recognises the value of having a diverse workforce and is actively seeking to broaden the range of people represented in our workforce. We therefore welcome applications from candidates from a wide range of ages, backgrounds and lifestyles and make all reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

For an informal conversation about the role contact [bryony.hope@danceeast.co.uk](mailto:bryony.hope@danceeast.co.uk). If you have any access needs, and/or feel you would benefit from any reasonable adjustments to allow you to fully participate in the application and selection process, please get in touch with [HR@danceeast.co.uk](mailto:HR@danceeast.co.uk).

DanceEast is an Equal Opportunities Employer and has a Diversity & Equality Plan aimed at improving the diversity of its workforce. To ensure the effectiveness of the policy and to assist in its development, DanceEast monitors all applications for employment. You are therefore asked to complete the Equal Opportunities Monitoring Form, which will be treated as confidential and used for statistical purposes only. The form will be separated from your application and remain anonymous before your application is reviewed by the selection panel.

The [Application Form](#) and [Equal Opportunities Monitoring Form](#) should ideally be completed electronically and emailed to [HR@danceeast.co.uk](mailto:HR@danceeast.co.uk); or sent by post to Bill Armitage, Head of Operations & Resources, Jerwood DanceHouse, Foundry Lane, Ipswich IP4 1DW, marked "Private and Confidential". Please note that CVs will only be considered when attached to a fully completed application form.

Completed applications must arrive at DanceEast by Noon on Tuesday 9 July. Successful candidates will be invited to an interview at the Jerwood DanceHouse on Monday 15 or Tuesday 16 July, and candidates should be available on these dates.

*Cover photo: Underwater by Xenia Aidonopoulou and Georgia Tegou  
© Celia Topping*



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**European  
Dancehouse  
Network**