

DANCEEAST

Development Manager

Candidate briefing

August 2024



MOVE | BE MOVED

**JERWOOD
DANCEHOUSE
IPSWICH**

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About the role

Having recently launched a new 2024 – 2029 fundraising strategy, DanceEast is now looking for an energetic and proactive Development Manager, to work collaboratively with the Head of Communications & Development on the delivery of a strategy action plan. The Development Manager will lead a portfolio of fundraising activity across mid- and major-level individual giving, trusts, foundations, statutory and lottery funding, to meet fundraising targets and grow voluntary income for the organisation. The role is ideal for an experienced individual who wants to be at the heart of driving change, and who is keen 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.

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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. We record up to 40,000 attendances to our programme each year, including participatory activities and performances at the Jerwood DanceHouse and regional festivals. 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.

"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

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Development Manager Job Description

July 2024

Purpose of the post

The Development Manager will play a critical role in delivering DanceEast's 2024 – 29 fundraising strategy by growing voluntary income and contributing to DanceEast's annual fundraising targets (£397,000 in 2025 – 26). Working closely with and supported by the Head of Communications & Development, the Development Manager will lead on key elements within the strategy's action plan, including developing compelling applications for funding, and growing three new giving funds based on DanceEast's programme priorities. Together with the Head of Communications & Development, the Development Manager will deliver a step-change and build significant momentum behind DanceEast's fundraising activity.

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

Development

- Work collaboratively with the Head of Communications & Development to achieve a target of £397,000 in 2025 – 2026, and to grow this year-on-year.
- With input from colleagues, develop, write and submit planned applications to funders within DanceEast's existing pipeline
- Research, identify and pursue new funding opportunities, with a focus on opportunities of £15,000 and above.
- Establish and lead on relationships with key representatives from grant-giving organisations.
- Ensure the timely acknowledgement and processing of grants and develop detailed, high-quality grant reports.
- Build on DanceEast's existing individual donor base and pipeline to secure mid- and major gifts of £2,000 and above, with a focus on growing three new giving funds for DanceEast.

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- Develop compelling proposals for individuals; brief senior staff and trustees and make the ask where appropriate.
- Identify and pursue new donor prospects.
- Deliver effective cultivation and stewardship for key funders and donors, working with programme staff, senior staff and trustees, where appropriate.
- Oversee DanceEast's membership programme, administered by the Sales & Venue team.
- Collaborating with the Marketing & Communications and Sales & Venue teams, oversee the delivery of one public fundraising campaign annually.
- Support an annual planning cycle; work with the Head of Communications & Development to set and monitor targets.
- Oversee the effective administration of the Development function, delivered by the Sales & Venue team.
- Ensure effective use of DanceEast's CRM system for fundraising purposes and maintain GDPR compliant fundraising records.

Communications

- Ensure effective communications to supporters at all levels.
- Work with the Marketing & Communications Manager to ensure high quality fundraising messaging across DanceEast's platforms and materials.
- Commission compelling, visually interesting fundraising materials.
- Work with the Creative Team to identify impactful case studies, testimonials, and outcomes/ impact data, to create compelling proposals for support.
- Represent DanceEast at external meetings and events as required.

General

- Contribute to the delivery of DanceEast's Investment Principles plan, leading on actions as required.
- Attend staff and team meetings.
- Carry out duties and responsibilities regarding 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.

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Care to Dance? 2024

© Amy Falla

Person specification

Essential

- Either demonstrable success in fundraising, in any one of: individual giving (all levels); legacies; trusts, foundations and statutory; or sponsorship; or transferrable skills that are relevant to the job description.
- Energised and motivated to raise money for DanceEast; proactive, persuasive, and willing to be a strong advocate for the organisation.
- Confident in working to deadlines while producing high-quality work; able to manage multiple priorities and to work well under pressure.
- Excellent written and verbal communication skills and strong interpersonal skills, and an enthusiasm for communicating with a wide range of people.
- An interest in the arts, preferably dance, participatory activities, and performance.
- A demonstrable commitment to diversity and inclusion.
- A high level of computer literacy, including Microsoft Office programmes.

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Desirable

- Direct experience of fundraising for an arts organisation, or another charitable cause.
- Experience of fundraising across multiple income streams, particularly individuals, and trusts, foundations, and statutory.
- A strong working knowledge of the arts and cultural sector.
- 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.
- Experience in conducting funding research and managing pipelines and targets.
- Existing contacts with funders and donors that could be potential supporters of DanceEast.
- Awareness of the latest trends and developments in the arts and non-arts fundraising sector.
- A flexible approach to work, including a willingness to work occasional evenings and weekends.
- Working knowledge of fundraising CRM systems and experience of developing processes.
- Knowledge of GDPR and other relevant regulations/ guidelines.

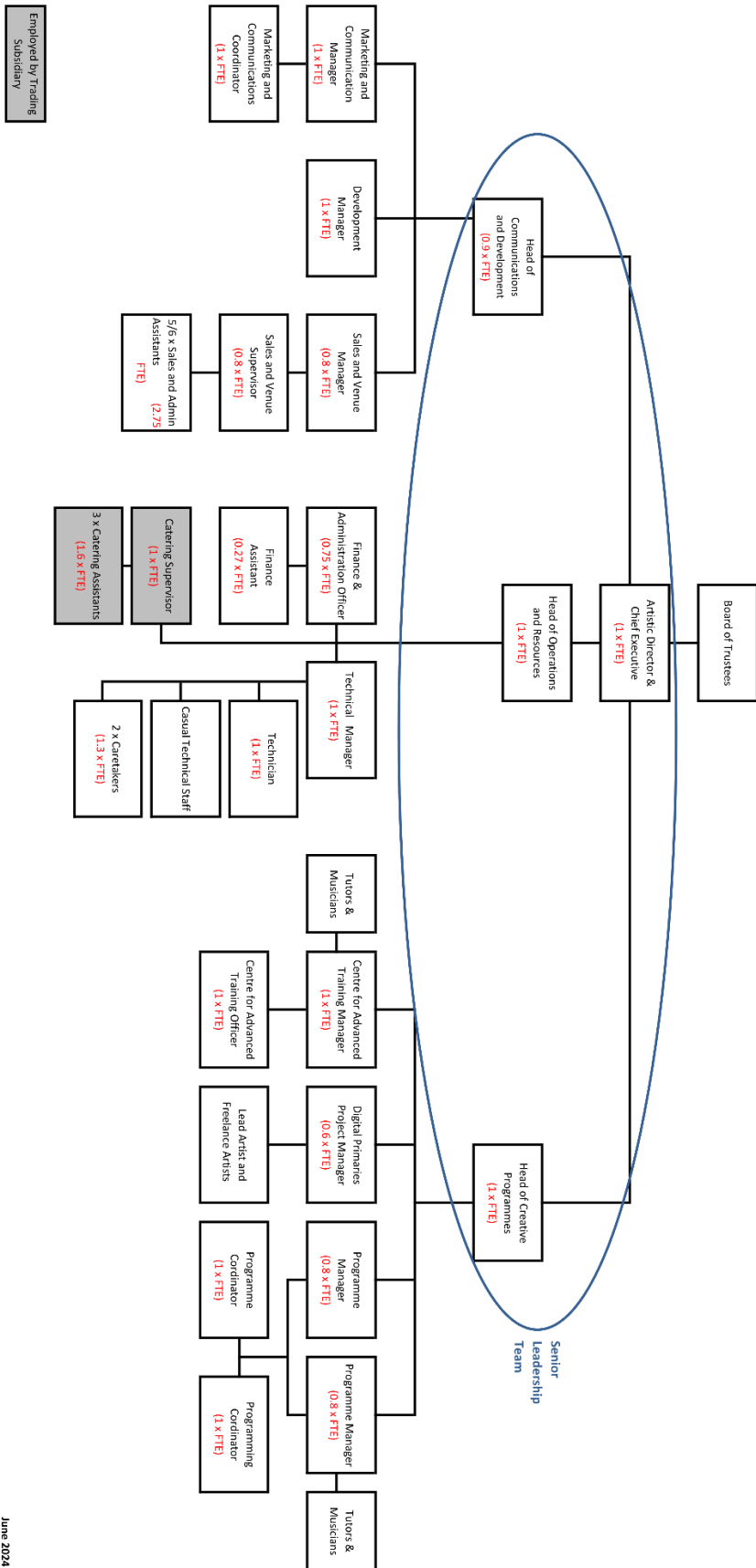
Where candidates feel they have experience across some, but not all, of the outlined job description, and some, but not all the essential skills, we would still welcome a conversation about what the candidate might bring to the role.

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.

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Organisational structure



June 2024

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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; 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.**

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Making an application

Applicants should supply a CV, with a cover letter that outlines their suitability for the role and clearly demonstrates how they meet each of the essential criteria listed in the person specification. The shortlisting panel will assess applicants 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, Head of Communications & Development: 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.

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.

A completed [Equal Opportunities Monitoring Form](#) should be supplied with the CV and cover letter on application. These should be emailed to HR@danceeast.co.uk or alternatively sent by post to Bill Armitage, Head of Operations & Resources, Jerwood DanceHouse, Foundry Lane, Ipswich IP4 1DW, marked Private and Confidential.

Completed applications must arrive at DanceEast by Noon on Thursday 29 August. Successful candidates will be invited to an interview at the Jerwood DanceHouse on Wednesday 4 or Thursday 5 September.

*Cover photo: Underwater by Xenia Aidonopoulou and Georgia Tegou
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