



**CAMBRIDGE
LIVE**

**DEVELOPMENT MANAGER
RECRUITMENT PACK**

Application Deadline: Mon 6th August 2018 (12pm)

Initial Interview Date: Fri 17th August 2018

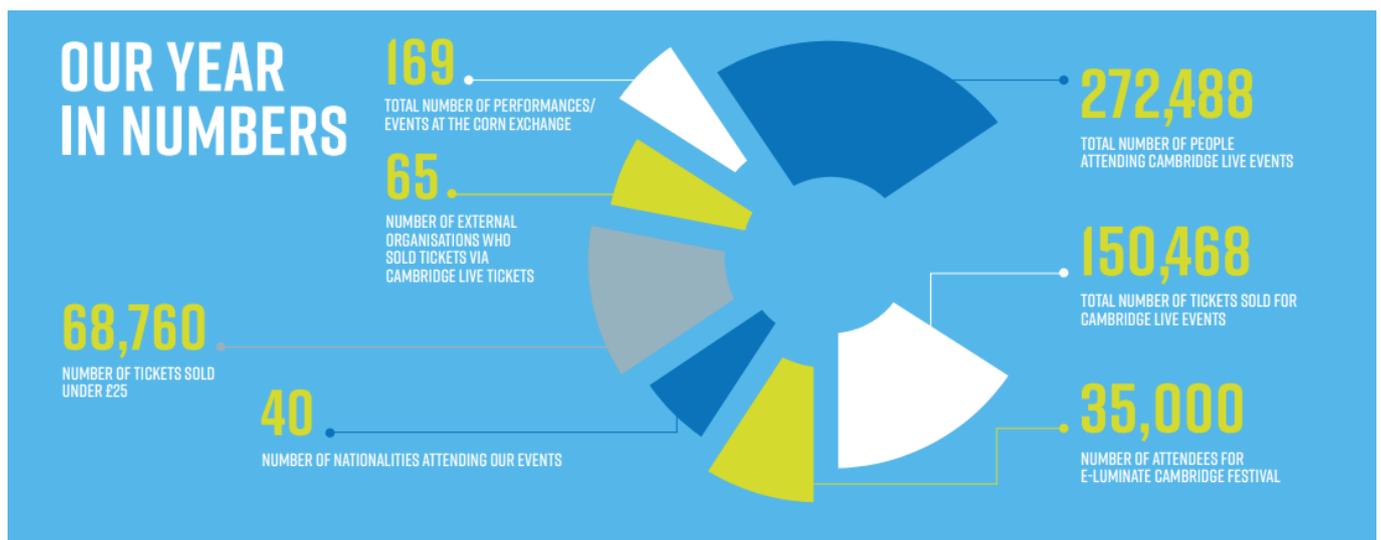
About Cambridge Live

We are a charity set up to act as a catalyst for inspiring cultural experiences that everyone can be part of.

Our vision is for all Cambridge lives to be enriched by creative experiences.

We currently reach over 300,000 people each year who engage in our activities which include:

- Cambridge Corn Exchange** is the largest arts and entertainment venue in the eastern region and we have created a diverse programme that includes rock and pop, comedy, classical music and theatre which has thrilled audiences in a year of amazing discovery. In the past twelve months, major acts that have played the Corn Exchange include The Stereophonics, Ben Folds, Jack Savoretti and Nils Frahm.
- Cambridge Folk Festival** is a critically acclaimed music festival, widely acknowledged as one of the world’s leading folk festivals. This year’s line-up includes First Aid Kit, Patti Smith and Rhiannon Giddens. You can see a video highlights of the Folk Festival [here](#).
- The Guildhall** public venue which currently host over 150 diverse events attracting 35,000 visitors through promotions and hires. Both the Corn Exchange and Guildhall provide great conference spaces.
- e-Luminate Cambridge Festival**, the city’s festival of light which crosses the world of art and science and offers a unique opportunity for residents and visitors to discover the richness of Cambridge’s iconic buildings and spaces in a new light
- Cambridge City Events** – a programme of free public and community events that reach over 60,000 people, funded by Cambridge City Council to include Midsummer Fair, The Big Weekend, Bonfire Night, Jazz and Brass in the Parks and the Mayor’s Day Out.
- Cambridge Live Tickets** – Cambridge Live Tickets is a regional ticketing hub that provides box office services to clients including The Park Theatre (London), Royal Academy of Dramatic Art and The Fitzwilliam Museum Cambridge.



To see more of how our customers enjoy the programme go to www.cambridgelivetrust.co.uk or check out our latest annual review [here](#).

To find out more about the Folk Festival you can see our highlight video [here](#).

Our staff team

We have a staff team of over 70 direct employees alongside a range of casual and agency workers, and a Board of trustees.

We have a senior leadership team of 6 people who work alongside the Managing Director including Finance Director, Operations Director, Business Development Director, Head of Sales & Marketing, Head of Venues and the Head of Events. The Leadership team work together to drive forward the exciting vision of the charity and ensure its artistic, participation, commercial and community objectives are realised.

An Organisational Structure Chart is included below.

Living in Cambridge

Cambridge is a city on the River Cam in Eastern England, home to the prestigious University of Cambridge, dating to 1209. University colleges include King's, famed for its choir and towering Gothic chapel, as well as Trinity, founded by Henry VIII, and St John's, with its 16th-century Great Gate. The city also has a rich cultural offer, in which Cambridge Live plays a key part.

The Cambridge Live offices are located right in the heart of the city. Whilst living in the centre of the city could be considered expensive compared to other regional cities in the UK, the majority of Cambridge Live staff commute in from the surrounding necklace of more affordable villages and regional towns via the good network of public transport and park & ride facilities.

About the job

The Development Team is overseen by the Business Development Director who sets the fundraising strategy. There are two Development Managers, one full-time and one part-time who share responsibility for securing a growing fundraising target of c.£300k per annum.

The part-time Development Manager has a focus on corporate sponsorship development.

This post-holder will lead on the development and implementation of campaigns and strategies for securing income from individual giving, membership schemes, trusts and foundations and other grant funders.

With an annual turnover of £5m, fundraising provides a growing contribution of c.£300,000 per year.

The successful post-holder will be responsible for securing donations from individuals through membership schemes, major gifts and campaign activity across our full range of activities. Working closely with team members, they will also write grant applications and evaluation reports for fundraising activity.

The post-holder needs to be a confident negotiator, highly experienced in handling gifts from individuals, an expert bid writer and familiar with devising and managing membership schemes for individual giving. This role will be crucial in helping the charity develop our Case for Support to make sure our offer is attractive to potential funders.

Contract type: Permanent

Reports to: Business Development Director

Salary: £26,000 - £35,000

Location: Primarily based in our city centre offices at Parsons Court, Cambridge (next to the Cambridge Corn Exchange).

Hours of work: 37 hours per week with flexibility to work occasional evenings and weekends as required. The organisation is happy to discuss flexible work arrangements to suit the position and the post-holder.

Benefits of working for Cambridge Live

- 25 days holiday plus bank holidays
- Access to complimentary tickets for Cambridge Live events
- Significant 8% pension contribution
- Childcare voucher scheme available
- 10% discount on bus & rail commuting expenses

Data Protection notice

Cambridge Live complies with the General Data Protection Regulation (EU) 2016/679 under the control of its Confidentiality and Data Protection Policy. Your information will be stored confidentially and only be used for the purposes of selection and recruitment for the role applied for. Your information will not be transferred outside the organisation.

Equal Opportunities

Cambridge Live is an Equal Opportunities Employer which means that all applications will be judged on the candidate's individual merit and abilities in relation to the job description for the role and no applicant will be unfairly discriminated against on the basis of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Application Process

Deadline for applications is Monday 6th August 2018 at 12pm.

How to Apply

To apply for this role please send a CV and cover letter outlining why you think you are suitable for the role to join-us@cambridgelivetrust.co.uk.

For an informal and confidential conversation about the role please e-mail or call Elaine Midgley on 01223 791752 or elaine.midgley@cambridgelivetrust.co.uk

Interviews

The initial interview date is Fri 17th August 2018.

Proof of the right to work in the UK will be required before appointment. References will be checked prior to employment.

Thank you for your interest in working for Cambridge Live.



Cambridge Live Job Description: Development Manager (Individuals)

JOB PURPOSE:

The Development Manager will raise funds against annual targets and be responsible for leading on the company's targets and relationships with private donors.

Reports to: Business Development Director

Line reports: None.

AIMS AND OUTPUTS/OUTCOMES

	Aims	Outputs/ Outcomes
1	<p>Individual Giving</p> <p>To lead on securing donation income from private individuals in order to achieve company fundraising targets, in collaboration with the Business Development Director & Development Manager (Corporates)</p> <p>To design, manage and nurture membership schemes for securing ongoing donation income such as the Folk Festival '1965 Club' and other regular giving campaigns</p> <p>To identify potential High Net Worth Individual (HNWI) donors, and support the Business Development Director in</p>	<ol style="list-style-type: none"> 1. Individual donation income reaches or exceeds agreed targets 2. The expectations of donors and benefits of donor schemes are delivered well and in a timely fashion 3. Donor membership schemes secure, retain and grow good numbers of members 4. Membership schemes are proactively and professionally promoted 5. Innovative strategies and activities that secure private philanthropy are developed and delivered successfully 6. Data is sought, examined and mined for potential philanthropists (e.g. Box Office analysis, additional research) 7. Excellent relationships with a large, broad range of donors (both small scale donors and High Net Worth Individuals) are developed and maintained

	<p>nurturing their engagement with Clive</p> <p>To design and manage donation campaigns for specific projects, as well as general company activities (including legacies)</p> <p>To maximise and grow the company's donation income beyond existing targets</p> <p>Continually develop and coordinate the opportunities for private donors to give across the company</p> <p>Ensure opportunities for investment across other areas of the business are encouraged by donors, when appropriate</p>	<ol style="list-style-type: none"> 8. An effective CRM system is developed and maintained for handling data on donors and donation schemes 9. Donations are responded to and administered in a sensitive, professional and timely fashion 10. Continually increasing numbers of donors 11. Increasing numbers of donors who progress from small or irregular donations to larger gifts and more regular giving 12. Innovative, professional and informative promotional literature is produced regarding donation opportunities and processing
2	<p>Corporate Sponsorship</p> <p>To support the Development Manager (corporates) in securing sponsorship or donation income from the business community in order to achieve company fundraising targets</p> <p>Contribute to the team's approach to designing corporate opportunities and identifying sponsors</p>	<ol style="list-style-type: none"> 1. Sponsors' benefits are delivered well and in a timely fashion 2. Excellent relationships with a large, broad range of businesses are developed and maintained 3. An effective CRM system is developed and maintained for handling data on businesses & partnerships 4. Sponsorships are administered and contracted in a secure, professional and timely fashion 5. Innovative, professional and informative sponsorship proposals and promotional literature are produced 6. Sponsorship partnerships well evaluated to demonstrate ROI for both parties
3	<p>Trusts & Foundations</p>	<ol style="list-style-type: none"> 1. Possible grant funders are researched, identified and approached about funding

	<p>To submit applications to trusts, foundation and grant funders in collaboration with the Business Development Director</p> <p>To support the evaluation of grants & administration of grant funds</p> <p>To research possible grants for Clive projects</p>	<ol style="list-style-type: none"> 2. Successful grant applications drafted and submitted in a timely fashion 3. Monitoring & evaluation administration processed in a timely fashion and to a high standard
4	<p>Budget management</p> <p>Keep within allocated budget</p> <p>Correctly monitor and manage income & expenditure</p> <p>To lead on the collection of Gift Aid declarations and applications to HMRC for gift aid</p>	<ol style="list-style-type: none"> 1. Expenditure budgets are managed and monitored in line with company procedures 2. Donations are cashed/invoiced in a timely fashion in line with company procedures 3. Day to day management and monitoring of income and expenditure for the budget e.g. purchase order raising 4. Research, propose and deliver on initiatives for financial efficiency in the area of private philanthropy 5. Gift Aid for donations is correctly managed & reclaimed in collaboration with the Finance team 6. Regular forecasts provided for achievement of targets, identifying areas of risk in a timely manner and mitigation taken where possible
5	<p>Funder & external communications and relations</p> <p>Develop and maintain excellent relations with funders to ensure long term partnerships are secured and grow</p> <p>Management and delivery of cultivation activity for funders and prospects</p>	<ol style="list-style-type: none"> 1. Proactive representation of the organisation in a professional manner 2. Effective personal relationships managed and led with funders and prospects 3. A coordinated programme of cultivation and advocacy events for funders and other company funders delivered across the organisation and managed effectively

	Raise and maintain Cambridge Live's reputation for excellent customer service for funders	<ol style="list-style-type: none"> 4. Cambridge Live's profile raised as an attractive fundable entity 5. Attendance at relevant events that will help to enable networking with prospects and funders
4	<p>Internal communications and team working</p> <p>Effectively collaborate with the Cambridge Live team to deliver personal goals</p> <p>Build effective working relationships internally</p> <p>A coordinated approach is managed to developing donor relationships alongside the Business Development Director</p>	<ol style="list-style-type: none"> 1. Relevant team members are well informed and engaged in donation processes that affect them 2. Buy-in by staff and Board members of philanthropy campaigns & events 3. Internal processes devised for successful management of philanthropic giving across the organization 4. Donations from across different areas of the business are coordinated well
5	<p>Statutory and related obligations</p> <p>To ensure compliance with relevant industry legislation and guidance for successful and ethical fundraising</p> <p>To develop and maintain accreditation to ensure that the organisation complies with fundraising best practice and standards</p>	<ol style="list-style-type: none"> 1. Successful membership and management of relevant industry memberships and networks 2. Practices are ethically and morally sound 3. Being always up to date with legislative changes and training for the industry 4. Compliance with fundraising licensing & regulator obligations
6	<p>Line Management</p> <p>To manage occasional staff and contractors to ensure they provide excellent delivery of their role, when used (e.g. volunteers)</p>	<ol style="list-style-type: none"> 1. Good supervision of the work of additional staff, volunteers or agents ensuring that their performance is satisfactory 2. Management of the HR administration relating to line management of any direct reports including absences and leave, performance reviews etc.

		3. Delegating and monitoring delivery of work programmes to more junior colleagues, where appropriate
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Person Specification

Knowledge	Experience	Skills
<p>A good level of Maths and English at least to GCSE standard or equivalent</p> <p>Educated to degree level (desirable)</p> <p>Professional qualification in Fundraising (desirable)</p> <p>Detailed knowledge fundraising from private donors</p> <p>Knowledge of legacy programmes</p> <p>Gift Aid processes</p> <p>An up to date knowledge of fundraising best practice</p>	<p>Proven significant and successful experience of securing private philanthropy</p> <p>Experience of caring for High Net Worth Individuals</p> <p>Proven experience in managing private donation schemes</p> <p>Experience of administering legacy programmes (desirable)</p> <p>Fundraising within a large arts or community organisation (desirable)</p> <p>Securing corporate sponsorship (desirable)</p> <p>Proven experience of working with limited supervision and successfully achieving agreed targets</p> <p>Proven experience of writing successful</p>	<p>High standard of up-to-date computer competency and literacy (esp. Microsoft Office)</p> <p>Use of a fundraising CRM system (desirable)</p> <p>Sound financial, business and commercial acumen</p> <p>Proven ability to clearly and concisely present data and information, both informally and formally, in written and verbal format</p> <p>Excellent organisational skills and an ability to plan, balance and cope with competing priorities</p> <p>A personal enthusiasm for arts, entertainment and community events</p> <p>Credible in front of major donors</p> <p>Able to relate to and build productive relationships with a</p>

	<p>fundraising promotional materials</p> <p>Proven efficient networking, negotiating and advocacy skills</p> <p>Proven experience in building and managing CRM systems (desirable)</p> <p>Excellent budget management</p> <p>Experience of handling donation income arrangements</p>	<p>broad range of stakeholders</p> <p>Research and data analysis and presentation</p> <p>Able to build rapport with a broad range of people</p> <p>A self-motivated, target-driven worker with an imaginative and creative approach to their work</p> <p>A persuasive, confident and engaging communicator, negotiator & confident public speaker</p> <p>A team player, keen to work towards shared organisational goals</p> <p>Able to demonstrate a commitment to Equal Opportunities and Diversity</p> <p>Ability to motivate and enthuse staff, colleagues, and external supporters</p>
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KEY VALUES REQUIRED FOR THE ROLE

Cambridge Live has an agreed set of values, set by the staff, for how we expect each other to behave within the organization. Any new employee will be expected to demonstrate their commitment to these values using examples like those suggested below.

Value	Examples of Expected Behaviours
<p>Fresh Thinking</p> <p>Fresh and dynamic thinking</p> <p>Creating opportunities for excellence and growth</p> <p>A proactive approach</p> <p>Coming up with ideas to pull together as a team to pull the community together</p>	<p>Initiates or supports action, takes responsibility for own actions, takes the initiative and works under direction</p> <p>Introduces or supports improvements to work processes, demonstrates an understanding of the bigger picture, uses fresh thinking in ways of working, produces new ideas and insights</p> <p>Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback), proactively solves problems, looks for the positive in a situation</p> <p>Keeps the community at the forefront of thinking, strives to deliver the best, looks for opportunities for excellence</p>
<p>Collaboration</p> <p>Listen and take on board</p> <p>Collaborate and consult</p> <p>Work for the good of CLive as a whole</p> <p>Give collective credit</p> <p>Pull together as a winning team</p>	<p>Shows respect for the views and contributions of others, listens, supports and cares, consults others and shares information and expertise, actively builds the team,</p> <p>Upholds ethics, demonstrates integrity</p> <p>Listens to the community, customers and fellow team members, and acts</p> <p>Works towards a shared goal not just individual priorities, takes decisions that support the bigger picture, involves others in success</p>

<p>Inclusive</p> <p>Ensure diversity to achieve CLive's goals</p> <p>Encourage everyone to get on board</p> <p>Don't let people fall off!; be inclusive with staff, customers and community</p>	<p>Establishes good relationships with customers, the community and fellow staff</p> <p>Gains agreement by persuading, influencing and inspiring</p> <p>Actively welcomes diversity of ideas, approaches, backgrounds and activity to achieve CLive end goals, challenges prejudices</p> <p>Notices others less involved and seeks to include them, is flexible to accommodate others needs and ideas</p>
<p>Zing!</p> <p>Extraordinary cultural experiences</p> <p>Be the best and have ambition to surf high</p> <p>Creative energy</p> <p>Be a driving force in shaping the Cambridge cultural scene</p>	<p>Sets high personal standards of delivery, a drive towards outcomes, rather than process</p> <p>Works systematically and methodically, consistently achieves goals and contributes to the wider goal</p> <p>Adds a creative edge to delivery of ideas, proactively contributes to the team's positive energy, shows enthusiasm for the organisation, the work and the city of Cambridge</p>