

Citizens Theatre

Job Description

Role:	Development Manager (Individual Giving)
Responsible to:	Development Director
Responsible for:	Development Administrator

Purpose of the Role:

The Development Manager (Individual Giving) will lead the redevelopment and expansion of individual giving streams to achieve ambitious fundraising targets. You will also lead the acquisition of new individual supporters, increasing donor retention, and encouraging existing donors to increase their giving.

You will be responsible for the stewardship of a pool of existing supporters, looking after them with a high level of care, and delivering a suite of events as agreed with the Development Director for donor development and moves management.

You will work with three colleagues within the Development team: the Development Director, who leads on strategy, major gifts, and legacies; Development Manager (Trusts & Foundations), who works closely with the Participate team; and the Development Administrator, who supports the team with data management and reporting. Collectively the team raises circa £500k toward revenue funding per year through philanthropy, and it is anticipated this income will increase significantly in the next three years as the theatre opens after a period of closure and redevelopment.

The role will work closely with colleagues in Marketing, Box Office and Front of House to develop campaigns and deliver a high-quality donor experience and support the Development Director in developing and embedding a new fundraising culture across the organisation. The role would suit a personable, experienced and motivated fundraiser with an interest in the arts.

Responsibilities:

- With the Development Director, create and implement programmes for individual giving to achieve significant income growth
- Deliver the Citz Supporters Circle programme, ensuring the production of appropriate materials and delivery of benefits to members
- Oversee the delivery of the Seat Dedication programme, working closely with the Development Administrator to ensure accurate delivery
- Deliver cohesive Individual Giving stewardship and cultivation plans ensuring all giving incentives are created in the most VAT and Gift Aid efficient manner
- Support the development of a meaningful major gift programme by contributing to donor pipeline development
- Deliver successful fundraising engagement and stewardship events
- Develop and test an annual fundraising campaign, utilising the full range of assets the organisation has at its disposal
- Work with the Marketing and Box Office teams to increase engagement from ticket top up donors
- Utilise the Spektrix CRM database effectively to ensure donations are recorded accurately and timeously, and donors are thanked and communicated with in accordance with department KPIs
- Support the Development Director in the production and interpretation of monthly Development reports.
- Deliver best practice in accordance with the Fundraising standards set out by the Chartered Institute of Fundraising Scotland, and keep abreast of changes in legislation

- Manage an expenditure budget for stewardship and communication with individual givers
- Track the ROI on the individual giving programme, making recommendations for adjustments where necessary
- Supporting the Finance team by matching up donations to pledges

Organisational Commitments:

- Carry out any other tasks required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post
- Drive change through action and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity
- Be accountable for yourself and others, in line with our Health & Safety and Safeguarding Policies
- Create a positive working environment, underpinned by the organisation's values
- Deliver a warm welcome and excellent customer service to all audience and visitors to the Citz
- Contribute to activities that support income generation and fundraising
- Contribute to our environmental sustainability goals
- Undertake relevant training and development as required

This job description is intended as a guide to the general duties and responsibilities of the role and does not form part of your contract of employment. These duties may be reviewed from time to time to meet the needs of the business. The Citizens Theatre is undergoing a significant period of change as we return to our building following six years of displacement, and so we will inevitably change as we grow and develop over the coming years. All staff will be required to show a flexible approach to this process, which may involve revisions around job descriptions, titles, roles and departmental structures. Any significant changes will be discussed with you in advance.

Person Specification:

Essential

- Experience of fundraising as part of a professional income generating programme
- Experience of securing gifts from individual donors or family trusts
- Experience managing and analysing data using CRM systems
- Methodical work style with good attention to detail
- Excellent verbal communications skills and ability to speak confidently with donors via phone and in person
- Strong writing skills and ability to express the impact of donations
- Excellent computer literacy – Microsoft Office Word, Excel and Outlook
- Strong prioritising and time management skills, and ability to meet deadlines
- Flexible and adaptable with a calm and practical approach to problem solving
- Effective team player with the ability to work alone and under own initiative
- Personal drive to succeed and achieve objectives
- The ability and willingness to work flexible hours, including occasional evenings and weekends
- Diplomatic and professional approach

Desirable

- Experience of using Spektrix or similar CRM software
- Experience of developing fundraising programmes
- Membership of the Certified Chartered Institute of Fundraising
- Understanding of fundraising in an arts, culture or heritage context

Terms & Conditions

Salary: £33,000-£35,000

Hours: 35 hours per week, Mon-Fri, typically between 10am and 6pm

Overtime: No overtime payments are available. The Citizens Theatre operates a time off in lieu (TOIL) system.

Holiday: 20 days per year, plus 9 public holidays, rising to 22 days after 3 years, and 25 days after 5 years

Pension: The Citizens Theatre operates a contributory pension scheme (employer 3% / employee 5%)

Probation: This post is subject to a three-month probationary period

Notice period: 2 weeks during probation; 8 weeks thereafter

Location: Citizens Theatre, 119 Gorbals Street, Glasgow, G5 9DS
Colleagues are currently working from home while we complete a major redevelopment of our building, with an expected return to the theatre in summer 2025. On return to the building we anticipate introducing a hybrid working policy, with a weighting towards office working.

Benefits:

- Complimentary or discounted tickets to selected shows (non-transferable and subject to availability)
- Cycle to Work Scheme
- Training and development opportunities

How to Apply

If you are interested in an informal conversation about the role prior to application, or have any questions, please contact recruitment@citiz.co.uk and your query will be directed to the appropriate person.

To apply, please send us a copy of your **CV and a cover letter** of no more than **two** pages A4 and complete the online **Equal Opportunities Monitoring Form**.

It is important in your cover letter to give us examples of what you have previously done that shows us how you could be right for the job and why you're enthusiastic about joining the Citizens Theatre. You do not have to have previously undertaken all the duties in the job description but you should tell us about your potential ability to do them.

As part of the recruitment process Citizens Theatre collects and processes data relating to job applicants. We are committed to being transparent about how and why we collect, use and keep personal data secure. Please see the [Citizens Theatre Privacy Policy](#) on the website for full details.

Alongside the application you will be asked to complete an Equal Opportunities Monitoring Form online. This form will only be seen by our administrative processing team, and will not be passed on to the person(s) preparing the shortlist. Your data will be kept secure, and will only be used in anonymous form and in aggregate for analysis and reporting to stakeholders.

Please send your CV and cover letter (two pages max) by email to: recruitment@citiz.co.uk.

(Please send as a Word document. Do not send as a Pages file, Zip file or Google doc, or use file sharing services such as One Drive or Dropbox.)

Please complete the Equal Opportunities Monitoring Form online: [Equal Opportunities Form](#).

If you require an alternative way to make your application, please contact recruitment@citiz.co.uk to discuss a suitable format.

Deadline for applications: **Monday 17 February 2025, 12pm**

First Interview: **Wednesday 26 February 2025** (may be subject to change, in person if possible, otherwise zoom)

Second Interview: **Thursday 06 March 2025** (may be subject to change, in person if possible, otherwise zoom)

All applicants will be contacted with the outcome of their application. We will contact you by telephone or email if you are shortlisted for interview.

Thank you for your interest in the Citizens Theatre and we look forward to receiving your application.