

beacon
arts centre

www.beaconartscentre.co.uk

LIGHTING UP LIVES
IN INVERCLYDE



RECRUITMENT PACK

FUNDRAISING MANAGER

JULY 2021



WHO ARE WE?

beacon
arts centre

We are the Beacon, a contemporary theatre and arts venue in the heart of Inverclyde... and a whole lot more besides.

We offer a safe and inspiring place to escape into a different world for a while; a place to connect and share new experiences through shows and activities that inspire and delight, sometimes challenge, and always entertain. From staging national productions to showcasing local talent, and from hosting theatre-based workshops to dance classes and a whole host of creative activities and events, we aim to offer something for everyone.

Our **vision** is to be Scotland's most influential, accessible and entertaining arts venue.

We passionately believe that cultural experiences are crucial to the wellbeing of individuals and communities. That's why our **mission** is to make a lasting impact through our work and to 'light up lives' by ensuring that as many people as possible have opportunities to engage with the arts in ways that are enjoyable and meaningful to them. We achieve this through our fantastically diverse programme and innovative outreach work, delivered in the local community and further afield, as well as within our inspiring building.



Beacon Arts Centre

Custom House Quay, Greenock PA15 1HJ
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WE ARE THE BEACON ARTS CENTRE... AND A WHOLE LOT MORE



OUR PROGRAMME

Throughout the year, we stage a mix of award-winning theatre, music, dance and touring arts programmes, ranging from National Theatre of Scotland and Scottish Opera productions to large-scale community musicals and jazz, folk and classical music concerts. We present intimate performances for younger children and their families, and we host a range of festivals, exhibitions, classes, workshops and events too, delivering a year-round buzz of captivating, creative activity.

OUR PRESENCE

Beacon Arts Centre is managed by the charity, Greenock Arts Guild Limited, and our diverse funding base is underpinned by core grants from Inverclyde Council and Creative Scotland. We firmly believe that Inverclyde is one of Scotland's most attractive places to live and work and it also has the benefit of well-developed transport links to Glasgow and the rest of Scotland. We are proud to be part of this vibrant community and to make a key contribution to the local economy as an employer. With a 4-star rating from VisitScotland, we play a vital role in supporting local tourism too.

OUR VENUE

From our stunning location on the banks of the River Clyde, at the heart of Greenock's waterfront regeneration, our modern, purpose-built venue offers a 500-seat theatre and a 128-seat studio as well as a variety of spaces for exhibitions, meetings, rehearsals and development work. We also have superb facilities for eating, drinking and events.

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[Beacon Arts Centre](https://www.linkedin.com/company/beacon-arts-centre)

ABOUT THE ROLE

FUNDRAISING MANAGER

BACKGROUND

If you're a highly motivated and successful fundraiser with the skills, commitment and passion to influence the next stage of the Beacon's exciting journey, this could be your dream job. There's never been a better time to join our small and dedicated team.

Despite all the challenges it threw at us, the pandemic gave us an opportunity – the time and space to step back and think strategically about our creative, community and commercial ambitions for the Beacon. As a result, we're now busy with plans, bursting with ideas, and gearing up for a really exciting period of growth and development – that's why we need you, an experienced and enthusiastic Fundraising Manager, to join us and make this a reality.

From raising our profile in the local community to raising our game in the arts world, you'll be critical in shaping the next stage of our development and instrumental in driving and delivering our strategic ambitions. With a focus on grant-making trusts and foundations, but with a responsibility for all areas of fundraising, you will be an energetic and organised individual that can bring an enterprising approach to attracting new supporters and stewarding existing supporters towards increased giving.

JOB PURPOSE

To lead on the development and implementation of a comprehensive fundraising strategy, generating income and securing support for our core activities and new projects, to allow the organisation to thrive.

KEY RESPONSIBILITIES

- Lead on the development and delivery of the fundraising strategy to meet the organisation's income generation targets.
- Produce compelling and timely funding applications that lead to successful bids for support, primarily in a written format but through all means as may be required.
- Research, identify and coordinate a timetable of approaches, that expands support from a wide range of funding sources including Trusts and Foundations, statutory funds, individuals and corporates.
- Complete evaluation reports for funders and stakeholders in line with their reporting requirements.
- Cultivate, develop and grow our individual giving/donor supporter networks, including our existing Patrons' scheme.
- Effectively manage and develop the CRM system (Spektrix) and work collaboratively with the team to deliver online fundraising campaigns and integrate automated features and messaging to enhance the online donor journey.
- Manage the fundraising budget in conjunction with the Director.
- Liaise with the Finance Officer to ensure accurate funding records are maintained at all times.
- Provide engaging and timely reports for the Board of Directors and key stakeholders.
- Work with the Marketing Officer to create fundraising materials.
- Ensure donations and grants are properly thanked and acknowledged.
- Network and represent the Beacon as required, raising the profile of the venue locally and nationally.
- Collaborate effectively with colleagues and stakeholders to achieve the company's aims and strategic objectives.

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PERSON SPECIFICATION

FUNDRAISING MANAGER

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

- A minimum of 3 years' experience of demonstrable success in a fundraising role, in the third sector.
- Exceptional written and verbal communication skills, utilising these to produce compelling applications, proposals and ask for support to a wide range of funders, people and stakeholders.
- Ability to build positive relationships with a wide range of stakeholders to nurture and grow our network of supporters.
- An understanding for the need for a proactive approach to fundraising to diversify income for organisational sustainability.
- Ensuring legal compliance and good practices in fundraising ethics, policies and procedures including GDPR, Gift Aid and data management.
- The ability and willingness to work as a member of a team; demonstrate openness to cross-departmental working in order to secure stronger outcomes for the organisation.
- Ability to keep clear and accurate records and present them in an effective way.
- Effective project and time management skills to prioritise and manage own workload.
- An interest in the performing arts.

DESIRABLE SKILLS

- Experience of using fundraising CRM systems and platforms to manage relationships with supporters.
- Knowledge of the cultural sector in Scotland and the UK

REQUIREMENTS FOR THE JOB

- The successful applicant will be required to register as a member of the Protection of Vulnerable Groups (PVG) scheme (this will be administered and paid for by the Beacon before a firm offer of employment is made).
- Recent experience of working in a fundraising environment. Direct prior experience in all areas of fundraising is not a pre-requisite but we want to see a track record of success. We will support you to develop your fundraising skills with training and CPD opportunities as required.
- Ability to work effectively and flexibly in our office or at home (including evenings and weekends when required)
- Ability to work with relevant IT packages, particularly Office 365, and knowledge of digital research techniques.
- The post holder will be expected to support our Vision and Mission and live our Values.
- Ensure that all duties are carried out in line with the organisation's health and safety, equality, operational, data protection and financial policies and procedures.

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@thebeaconartsc



@thebeaconarts



@thebeaconarts



Beacon Arts Centre

SUMMARY

JOB TITLE

Fundraising Manager

RESPONSIBLE TO

Director

CONTRACT

Permanent

HOURS / OVERTIME

37.5 hours per week

We are willing to negotiate a job share or a part-time employment for the right candidate.

SALARY

£30,000

LOCATION

Beacon Arts Centre, Greenock

HOLIDAYS

33 days inclusive of bank holidays

PROBATIONARY PERIOD

3 months

NOTICE

One week during probationary period;
one month thereafter

PENSION

There is a stakeholder pension scheme applicable to your employment. Further details are available from the HR Officer.

HOW TO APPLY

APPLY TO

Tessa Calder,
Finance & HR Officer
recruitment@beaconartscentre.co.uk

ATTACHMENTS REQUIRED

- CV (2 sides A4 max)
- Covering letter (1 side A4 max)
- Two referees
- Equal Opportunities Monitoring Form

(available at beaconartscentre.co.uk/work-with-us
all data is gathered anonymously)

EMAIL SUBJECT HEADING

Fundraising Manager

APPLICATION DEADLINE

Sunday 1 August 2021, 5pm

INTERVIEWS

Friday 6 August 2021

START DATE

As soon as possible

If you would like to have an informal confidential chat about the role with our Director in advance of submitting an application, please email Tessa Calder, Finance & HR Officer, at recruitment@beaconartscentre.co.uk

Should you have any access requirements or need any reasonable adjustments to be made in order to apply for this role, please contact recruitment@beaconartscentre.co.uk

The Beacon is committed to access, diversity and representation.. We actively encourage and welcome applicants from all backgrounds and with different experiences in order to widen representation, develop and strengthen the organisation, evolve our programmes, and better reflect the communities we serve.

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