

# everyman & PLAYHOUSE

The E&P is a local artistic force with national significance and an international reputation. Our two theatres are united by our passion for our art-form, our love of our city and our unwavering belief that theatre at its best can transform lives.

Our mission is to reflect the aspirations and concerns of our audiences, to dazzle and inspire them, welcome and connect with them, nurture the artists within them and fuel their civic pride. Wherever these connections happen – whether in our theatres, in the community, in schools, or outside Liverpool – we hope to ignite the imagination, explore what it is to be human, and always to exceed expectation.

“  
The Everyman provided me and many others with the courage to follow our dreams and pursue a career in theatre. Now it can do the same for a whole new generation and act as a creative heart in the city.”

**David Morrissey**

## Our Work

The opening of the new Everyman in 2014 propelled us into a new and exciting era. The new theatre opened up many possibilities for artistic development and experience; for participation and involvement, and for building our relationship with a wide range of audiences.



Across the two theatres - one a 400-seat thrust, the other a 670-seat proscenium - there is an opportunity to produce and present the richest range of work for the widest audience.

Our award-winning Young Everyman Playhouse programme (YEP) is much more than a youth theatre, it is a ground-breaking, multi-disciplinary talent development programme. We have profound relationships in the communities of Merseyside, nurtured through an extensive and innovative outreach and education programme, and believe passionately that the creation, delivery and experience of the highest quality theatre must be open to all.



## Transformation

With an eye on the changing landscape of theatre, we are now delivering a new artistic model that will increase our creative autonomy, connect even more strongly with audiences and, as part of the holistic development of our overall business model, enhance the E&P's financial resilience. The cornerstones of the new model are:



## The Everyman Company

A return to ensemble working, with a company of actors resident for six months each year, creating a vibrant programme with the resident directors which can speak directly to Liverpool audiences. The Everyman Company has already won three major national awards, and earned Artistic Director Gemma Bodinetz the UK Theatre Award for Best Director.

## Residencies

Deeper relationships with visiting companies, particularly at the Playhouse, involving shared plans for artistic and audience development, and opportunities to embed their work more deeply with Liverpool's artists and communities.

## Young Everyman Playhouse (YEP)

Consolidation and profound integration of our unique and award-winning youth programme, including stronger connectivity with our Engagement work in schools and the community, and progression routes for the young people both within and beyond our theatres.

## The Future

As we move into a new four-year plan supported by Arts Council National Portfolio ('NPO') funding, we intend to build on the exceptional track record of recent years, seize the possibilities we have created, and build a dazzling future for these theatres, their artists and their audiences.



Our new business model is an opportunity to enhance the E&P's financial resilience and increase our artistic autonomy. This new model presents many exciting opportunities to deliver a strong, fresh and effective fundraising strategy. We will stage passionate, full-blooded, ground-breaking theatre that is produced with our local audiences very much in mind, but with an international ambition and outlook; we will create bespoke and extraordinary work for the city, with its own distinct signature, while engaging with the most exciting touring companies from around the UK and the world, to provide a rich and diverse offer for our community.



YEP is a key area of development; we will nurture and develop the artists and creative workforce for tomorrow and we want YEP members to progress to work in our theatres, on our stages and in the local theatre ecology, as well as influencing and making theatre nationally and internationally and bringing new ideas, work and practice back to Liverpool. We want our workforce to be representative of our city and our country and for Liverpool to have a pool of home-grown artists and theatre makers who are acclaimed and influential way beyond our city.



In a new development, we are working in partnership with Liverpool City Council and the Liverpool City Central BID to drive a regeneration project for the Playhouse's setting, Williamson Square, which will have the theatre as its centrepiece and engine. Our goal is not only resilience for the Playhouse itself, but positive cultural, social, economic and environmental impact beyond our walls. This will involve a period of creative experimentation: opening up the theatre and the Square in new ways, while engaging the public in a wide-ranging conversation about the future of this important part of the city centre. This will lead to a new plan for capital development of the theatre and for regeneration of the Square.



## Fundraising

Philanthropic income currently contributes around £600k per year to our work. This is more than 10% of total income: a vitally important part of the funding mix which we need to sustain and grow.

In the early 2010s, we used the Everyman capital campaign as a springboard to much enhanced fundraising capability for all our work. Alongside securing the £2.1m capital target we raised £500k as a Talent Fund to be invested in developing new work and artists over five years. The majority of the trusts and foundations which funded the capital appeal have since become revenue supporters, and we used a series of telephone campaigns to convert individual capital donors to regular givers. The Transformation of our business model was an opportunity to secure new income, enabling us to bring in £450k from trusts and foundations and (to date) £70k from our acting alumni.



There are great opportunities to develop and increase our fundraising activities as we continue to evolve the organisation and our work. We take an imaginative approach to fundraising and highly value all of our supporters.

We take a multi-annual approach, to provide stability for programmes of work and for the organisation as a whole. This requires continual refreshing and renewal of the prospect base and a rolling programme of major gift fundraising. Following on from our success with trusts and foundations, our immediate priority is to grow major gift income from individuals and corporate supporters. For the longer term, we are keen to expand legacy giving.

The Development team is currently composed of Head of Development; Relationships Manager; and Development Officer. There is a strong connection between the Development and Marketing teams, supporting shared messaging, data and collateral. The Executive Director is highly engaged with fundraising and the Artistic Director and a number of board members and senior external volunteers are available to support the fundraising mission.



Success in our fundraising ambitions will ensure that these theatres continue to dazzle and inspire, to nurture emerging talent and to support our community.

## The Opportunity

We are now recruiting an experienced Head of Development to build on the strong foundations established in recent years by bringing in new and sustainable income in the years ahead.

If you are a creative thinker with an excellent fundraising track record which includes major gifts experience, we are eager to hear from you.

While you will naturally be picking up existing plans, research and ongoing activity, we are keen to give you the opportunity to shape the theatres' fundraising strategy to achieve the best results in the short, medium and long term. Key areas where you can make a difference at the outset include:

- Reviewing strategy to focus energies on the most effective means of achieving targets.
- Refreshing the case for support for the E&P and for individual projects and programmes.
- Identifying new major gift prospects.
- Devising and steering major gift cultivation and solicitation plans.
- Devising and promoting packages for corporate and individual prospects.
- Cultivating effective input from the board and other senior volunteers.
- Strategising evolution of the Development team to meet future targets.

In return, we offer you an inspiring and collaborative working environment where you can apply your fundraising, creative thinking and people skills whilst being immersed in the enriching world of theatre.

## Job Description

**Title** Head of Development

**Reporting to** Executive Director

**Responsible for** Relationships Manager & Development Officer

## Purpose of Role

To shape and deliver an effective fundraising strategy for the E&P.

To deliver the levels of philanthropic income required by the E&P's rolling business plan.

To ensure that all relationships with donors, sponsors and grant-makers are proactively cultivated.

To lead the Development team and oversee the full range of the E&P's fundraising activity.

Main Duties

### Strategy

-Crafting and regularly refreshing a rolling multi-annual fundraising strategy.

-Adapting and evolving strategy to focus fundraising activity on the greatest opportunities to achieve overall targets and ensure that fundraising both supports and responds to the E&P's rolling business plan.

-Creating, delivering and monitoring prioritised action plans to support strategic goals and achieve income targets.

-Collaborating with the appropriate colleagues to ensure mutual benefits across fundraising, ticket sales and commercial income.

-Maintaining a thorough knowledge of the E&P's work and future plans, and identifying opportunities for future fundraising.

### Fundraising

-Working closely with the Executive Director, board and other senior volunteers to cultivate prospects and secure major gifts, whether from individual donors, trusts or companies.

-Devising tailored packages for trust, corporate and individual prospects for programmes, projects and the organisation as a whole.

-Generating and regularly updating high quality and persuasive Case for Support documentation to underpin all fundraising activity.

-Providing effective fundraising guidance and support to the Chief Executives, Board Members and high-level fundraising volunteers to plan and execute successful approaches to potential major donors.

-Ensuring that income is maximised from all elements of the Development team's fundraising

activity, including individual giving, corporate membership, Patrons and events.

-Promoting the theatres to prospective donors and funders, in person and in all relevant media, working with the appropriate colleagues to incorporate fundraising messages into the E&P's overall communications strategy.

### Relationships

-Developing strong relationships with a portfolio of major donors - including trusts, sponsors and individuals - to ensure appropriate reporting, recognition and positive stewardship, and to foster long-term relationships and repeat giving.

-Identifying and researching potential supporters, and advising the Executive Director, Trustees, volunteers and relevant staff to support relationship-building and solicitation.

-Maintaining an effective prospect management system and continually refreshing the fundraising pipeline.

-Overseeing excellent stewardship of supporters at all levels to sustain and grow the base.

-Ensuring contractual terms relating to fundraising income are fully delivered and securing timely payment of gifts and grants.

-Maintaining a high level of current knowledge about fundraising best practice; the theatres' cultural context in the Liverpool City Region and nationally, and of all areas of the E&P's work, in order to act as an effective ambassador for the theatres.

### Leading the Development Team

-Planning and overseeing the delivery of all fundraising schemes, campaigns and events and ensuring that ongoing giving programmes and development systems are operating effectively and successfully.

-Guiding, line-managing and supporting Development team members to maximise their contribution to fundraising targets.

-Ensuring a high level of collaboration with colleagues in the Marketing, Finance, Production and other appropriate teams.

-Maintaining an effective reporting system for the Executive Director and Board and attending Board meetings as required.

-Using the E&P's HR policies and practices in managing the Development team.

-Developing and monitoring budgets and income projections for all activities within your area of responsibility.

## General

- Performing your role in accordance with the company's Staff Handbook, incorporating the E&Ps Manifesto and Code.
- The E&P is committed to diversity and equality and expects all staff to be active in promoting diversity and supporting people to experience our work and buildings.
- The E&P is committed to the safeguarding of children and people to whom we have an enhanced duty of care, and therefore may at our discretion require any member of staff to submit a satisfactory enhanced check from the Disclosure and Barring Service (DBS), depending on the activities they are carrying out.
- This Job Description is not exhaustive, and it will be reviewed regularly to ensure that it reflects the evolution of the company, and the skills and personal development of the post-holder; a flexible approach to work in all roles is essential.

## Main Terms & Conditions of Employment

**Tenure** This is a full-time, permanent contract, and is subject to a probationary period of three months

**Reporting to** Executive Director

**Salary** c £40,000, commensurate with experience

**Hours** 40 per week. The post holder will sometimes be required to work during evenings and weekends. No overtime is paid but time off in lieu will be given for hours in excess of the contracted 40 per week.

**Annual Leave** Twenty-eight days pro rata per holiday year (1 January – 31 December) inclusive of all statutory English bank holidays.

**Notice period** One month during the probationary period and three months thereafter for both parties.

**Pension** The Company operates an auto-enrolment pension scheme. This employment is not contracted out of SERPS (the State Earnings Related Pension Scheme).

**Additional Benefits** The Theatres offer a number of discretionary benefits including:  
-Interest-free Season Ticket Loans with Merseytravel

-Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.

-Childcare Voucher Scheme – offering salary sacrifice savings

-Membership of a healthcare cash plan: Paycare (including an Employee Assistance Programme and 24 Hour GP Telephone Consultation Service)

-Free and /or discounted tickets for performances

-Discounts on our food and drink offer

All others terms as detailed in the Staff Handbook.

## Person Specification

- Relevant experience in strategic development and management of fundraising, ideally in an arts organisation.
- Evidence of having personally secured significant fundraising income, including major gifts.
- Proven experience of working to and meeting targets.
- Experience of devising and delivering successful fundraising schemes, campaigns and packages.
- Excellent influencing, presentation and writing skills.
- The social skills to work with a wide variety of supporters and cultivate mutual loyalty.
- Ability to motivate and work closely and effectively with a wide range of supporters, prospects, colleagues and Board members.
- Excellent organisational ability and project management skills, including a good working knowledge of databases.
- Financial literacy to support effective budget and pipeline management.
- Self-motivation and determination.
- Strong personal interest in the arts and an appreciation of the E&P's work.

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