

# HEAD OF DEVELOPMENT JOB PACK SUMMER 2021

EAST  
LONDON  
DANCE



Myself UK Celebration Dance Battle, 2019. Photo by Foteini Christofilopoulou

# A QUICK SNAPSHOT

Thank you for your interest in the Head of Development role at East London Dance. Enclosed in this recruitment pack is some information and context about East London Dance, as well as the job description and person specification.

The Head of Development leads our fundraising strategy with the Creative Director & Chief Executive and works alongside the wider team to cultivate and maintain a diverse range of supporters for the organisation. You would be joining at a really exciting period of organisational change as we prepare to move into a new home, providing many new assets and methods to engage supporters in our work. The role will join at a pivotal moment alongside a new Creative Director & Chief Executive (soon to be announced) and have the ability to shape our NPO application and business plan.

## Job Overview:

<b>Role:</b>	Head of Development
<b>Salary:</b>	£35,000 - £37,000
<b>Working hours:</b>	Full Time
<b>Length of Contract:</b>	Permanent
<b>Annual leave:</b>	25 days plus statutory holidays
<b>Reports to:</b>	Creative Director & Chief Executive
<b>Location:</b>	3 Sugar House Lane, Stratford, London, E15 2QS

## How to Apply:

To apply, please submit:

- A CV with 2 referees
- A covering letter saying why you would like the role and how your experience meets the job description and person specification (no more than 2 pages of A4)
- An online, anonymous Equal Opportunities Form [here](#)

Your application should be emailed to [recruitment@eastlondondance.org](mailto:recruitment@eastlondondance.org) and the Equal Opportunities Form submitted online.

<b>Closing date for applications:</b>	Monday 25 October 2021, 12noon
<b>Interviews:</b>	Wednesday 3 November 2021

Interviews will either take place in person at an East London location or via Zoom, with adequate notice given.

Proposals for flexi-working, job sharing and part-remote working are welcome and considered openly.

East London Dance welcomes and celebrates all protected characteristics and wishes to build an inclusive staff team that reflects the rich diversity of our UK communities. More information on this and the application process can be found on the final pages.

# WE ARE EAST LONDON DANCE

**East London Dance is here to champion and grow the east London dance scene.**

We are here for everyone with an interest in expressing themselves through dance - from those with a simple passion for movement, to the creative leaders who go on to form professional dance companies.

We are a catalyst for creativity, for dance creators and producers, and for their careers. We build wide-ranging creative communities by investing in east London's dance artists and their cultural and creative influences, as well as curating bespoke opportunities for expression and performance in a raft of dance styles including hip hop, contemporary and South Asian.

From the contemporary themes we explore through dance, to the boundary-breaking projects we champion and produce, to the unexpected spaces in which we present shows, we trust in the ambition of others and place the artists and participants we work with at the centre of our decision making. It's how we give light to the issues that matter and drive the social impact we all desire.

As a connector between communities and the cultural sector, we collaborate locally, nationally and internationally; bring world renowned artists to mentor and inspire creatives; and embed role models within local communities, sharing valuable, confidence-building life skills.

Our doors are open to all, connecting creativity to opportunity and creating pathways, particularly where they're lacking or don't currently exist. And by building healthier lives with dance and the training that goes with it, we help develop physical health and mental wellbeing.

In autumn 2021, we are moving into our own building alongside music partner, [UD](#). This will be a pioneering dance and music hub for artists, young people, local residents and the wider arts sector, located at Sugar House Island in Stratford.

**“We believe that creative leaders are essential to developing stronger local communities.”**

## THE NUMBERS

- We reach audiences of over 54,000 each year
- We mentor over 70 artists and producers every year
- Over 2,400 people participate in our activity each year
- 60% of our audiences and beneficiaries are people who are least likely to engage in the arts



# OUR WORK

We have three core strands of work:

- **Participation** – Offering excellent dance experiences for our local communities to provide enjoyment, increase learning, improve health and well-being, build confidence and resilience, and provide clear pathways for progression into employment and/or training.
- **Artist Support** – Providing artistic and business support to artists and producers enabling them to explore, create and present new work and develop sustainable careers.
- **Performances and Events** - Commissioning, co-producing and presenting dance performance that showcases outstanding artists, communities and ideas; supporting creatives to inspire and attract new audiences; challenging traditional conventions about how dance is staged; embracing collaborations across art-forms; and profiling digital innovation.

Underpinning all of this is a commitment to co-creation – giving programming and decision making power to young people and artists.

# OUR BEHAVIOURS

## We lead

We're here to grow the east London dance scene—that means we push boundaries and make bold choices.

## We champion

We back authentic expression and true representation of the diverse voices of east London.

## We stand together

Like friends and family, we've got each other's backs. We embed positive role models in the communities we serve.

## We pioneer

We create performances and events that challenge conventions and explore brave themes.

## We welcome

We are accessible to everyone in the community who is passionate about dance. On or off the stage, we can support your growth.

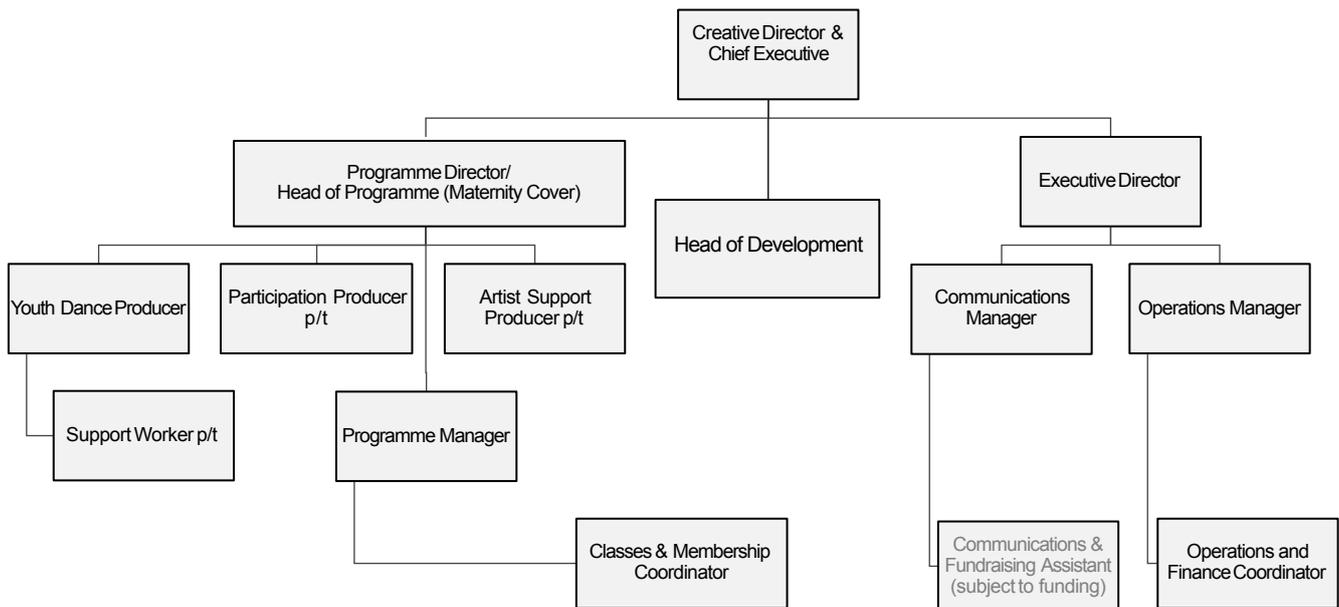


## THE FUTURE

This is an exciting time of organisation change at East London Dance as we prepare to move into our own building for the first time in our 30-year history, finally giving us and our communities a home for dance in east London. Together with music organisation UD, we are creating The Talent House. With state of the art studios and workspaces, a refurbished heritage building will become a vibrant new creative hub at the heart of Vastint UK's new Sugar House Island development in Stratford. We will be moving in autumn 2021 ready to launch a new programme from January 2022.

3 Sugar House Lane will be an authentic and aspirational space to unlock the potential of the next generation of dancers, choreographers, musicians, composers and producers. It will be an incubation hub and creation space with strong industry links for innovation in the creative industries, launching new projects, products and careers. It will be a place of collaboration, encouraging the cross-fertilisation of talent and ideas between both organisations and the people that use the building.

# STRUCTURE



We also have a range of longstanding freelancers including a PR Consultant, IT Consultant, and Book-keeper.

East London Dance is a registered charity; a company limited by guarantee and is governed by a Board, chaired by Moira Sinclair (CEO, Paul Hamlyn Foundation) with 8 other active trustees.

# FUNDING

East London Dance is part of Arts Council England's National Portfolio of organisations and currently also has multi-year funding from Esmée Fairbairn Foundation, Greater London Authority Young Londoners, The Prudence Trust, The Baring Foundation and Arts Council England Transforming Leadership, in addition to a range of small grants. We secure additional funding through a number of partnerships and projects, as well as through earned income, donations and corporate partnerships.

Our turnover for 2019-20 (excluding capital) was approximately £590,000 and this is set to grow by 30-35% over the next three years as we develop our business model in the new building. We established a Supporter Circle in 2016 and have sustained regular individual giving since.

## PARTNERS

Partnership working is key to East London Dance's artistic and strategic development. Our partners include local, regional and national cultural organisations, partners from the education, health and sports sectors, and local authorities.

We have three principal partnerships: UD (Talent House Partner), University of East London (Principal University Partner) and Sadler's Wells (Strategic Partner).

Other examples include Dance Cluster East with Sadler's Wells, English National Ballet, Studio Wayne McGregor, Avant Garde Dance and Boy Blue; HeadStart Newham; and East Bank partners including London College of Fashion and BBC Music.

## PROFESSIONAL DEVELOPMENT

East London Dance is a stepping-stone into the arts & culture sector. Predecessors to this role have gone on to work for Arts Council England, English National Ballet and executive leadership roles, with other former employees securing their next employment with the British Council, Pavilion Dance South West and Apple. Many of these candidates did not join us directly from the dance sector, and we highly value and welcome transferrable skills and experience.

We are committed to multiple forms of bespoke professional development, network building and invest in training and a theatre ticket budget every year. As a senior manager, this role will have the opportunity to work directly with the Creative Director & Chief Executive and the Executive Director to shape our fundraising strategy and engage the Board to deliver it.

East Wall, 2018 - Choreographer Hofesh Shechter. Photo ©Historic Royal Palaces & Richard Lea-Hair





# TERMS OF EMPLOYMENT

<b>Salary range:</b>	£35,000 - £37,000 per annum
<b>Hours of work:</b>	37.5 hours per week. Some occasional evening and weekend work will be required
<b>Period of notice:</b>	Two months
<b>Annual leave entitlement:</b>	25 days between April-March, plus statutory holidays
<b>Office base:</b>	3 Sugar House Lane, Stratford, London, E15 2QS (potential for part remote working)
<b>Expenses:</b>	Travel during the course of business will be reimbursed and mileage paid in line with East London Dance's expenses policy
<b>Benefits:</b>	Pension scheme, (on completion of probation) ticket budget to see work, staff season ticket loan, cycle to work scheme, tech scheme
<b>Overtime:</b>	Overtime payments are not made. Time off in lieu (TOIL) is provided in line with East London Dance's TOIL policy.
<b>Responsible to:</b>	Creative Director & Chief Executive
<b>Responsible for:</b>	Fundraising consultants; Digital and Fundraising Assistant (when in post)
<b>Key relationships (external):</b>	Funders, local authorities, partners, arts and cultural organisations, trustees, donors and sponsors, artists and participants



# **JOB DESCRIPTION**

## **Purpose of the Post:**

- To develop, manage and deliver the East London Dance fundraising strategy
- To establish new relationships with trusts and foundations, individuals, commercial businesses, and other non-arts sectors in order to diversify our income

## **Key Responsibilities:**

### **Fundraising and Development**

- Research and identify potential trusts and foundations, individuals and corporate partners, and coordinate the cultivation of prospects in close collaboration with the Creative Director & Chief Executive, Executive Director, Head of Programme (Maternity Cover) and Board
- Research, write and/or contribute to relevant funding applications, tenders and/or pitches
- Design and manage our Supporter Circle and approach to individual giving and/or corporate partnerships
- Design and manage crowdfunding campaigns when required
- Manage relationships and stewardship of key funders, supporters and clients
- Plan and deliver cultivation events as required
- Work with the staff team to maximise donation and sponsorship opportunities, and to contribute to (or write) applications, tenders or pitches

### **Strategic Planning**

- Contribute to East London Dance's long term visioning and planning, including writing, reviewing and implementing elements of the business plan, specifically the fundraising strategy
- As a senior manager, work with the Executive Team to support organisation development and long term planning

### **Data, Research and Evaluation**

- Provide relevant monitoring and evaluation data to partners and funders
- Maintain accurate database records for all our contacts, partners, grants and gifts
- Support impact evaluation and dissemination across the organisation
- Commission or contribute to relevant research and/or evaluation to support the long-term development priorities of the organisation

## **Management**

- Manage fundraising consultants, freelancers and volunteers as required
- Jointly manage the Digital and Fundraising Assistant (when in post)
- Ensure that all staff and contractors understand and apply the organisation ethos and policies in their approach to work

## **Finance**

- Set and manage the development budget(s)
- Work within all agreed budgets and maintain financial records related to the programmes of activity, ensuring expenditure is controlled and value for money is sought
- Prepare and contribute to financial reports for funders
- Work with the Executive Director and project leads to monitor funder payment schedules

## **Communication and Advocacy**

- Work with the Communications Manager to develop and deliver a fundraising communications strategy
- Champion East London Dance externally, helping to raise the organisation's profile
- Be an advocate and spokesperson for East London Dance at events and functions

## **Other**

- Work on a self-serviced basis in relation to administration
- Carry out all duties with an understanding and commitment to equal opportunities
- Work to all legislation and company policies on equal opportunities, diversity, health and safety and employment law etc
- Provide building operations support, and reception desk cover, when requested on an ad-hoc basis
- Undertake any other duties as required

## **Future Flexibility**

East London Dance is undergoing a period of organisational change as we grow and develop to operate our new building. The Head of Development will be required to show a flexible approach to this – which may involve revisions around job descriptions and staffing structures.

# PERSON SPECIFICATION

## **Essential skills, knowledge and experience:**

- Minimum of 3 years' experience working in the charity, social enterprise, arts or culture sectors
- Proven track record of successful fundraising
- Excellent verbal and written communication skills, especially in writing persuasive cases for support
- Ability to establish rapport with a wide range of individuals and organisations over a sustained period of time
- A collaborative approach to work, with experience of working in a small team
- A commitment to diversity and equality of opportunity across the full range of your work
- Experience of managing budgets

## **Desirable skills, knowledge and experience:**

- Knowledge of East London and its dance/cultural sector
- Experience of delivering a capital fundraising campaign
- Experience of contributing to the development and implementation of communications, PR and digital campaigns
- Knowledge or experience of working with non-art sectors such as health, regeneration, commercial, social enterprise, advocacy, public policy or local authority commissioning

## **Personal attributes, behaviours and attitudes:**

- A confident, persuasive and concise communicator, able to articulate values and beliefs, with a confidence in networking
- Ability to align interests, build relationships, find what motivates people and mobilise staff, trustees and potential supporters
- Plans ahead to ensure agreed deadlines are met, and embraces the challenge of managing multiple priorities
- A creative self-starter, able to take the initiative and translate ideas into action
- A creative problem solver, comfortable in addressing difficult issues, thinking strategically and able to take responsibility for actions
- Is reflective of your own performance, strengths and areas for development and is able to provide constructive feedback

# HOW TO APPLY

## Please submit:

- A CV with 2 referees
- A covering letter saying why you would like the role and how your experience meets the job description and person specification (no more than 2 pages of A4)
- An online, anonymous Equal Opportunities Form [here](#)

Your application should be emailed to [recruitment@eastlondondance.org](mailto:recruitment@eastlondondance.org) and the Equal Opportunities Form submitted online.

## Deadline: Monday 25 October 2021, 12noon

Shortlisted candidates will be invited to interview on Wednesday 3 November 2021

If you would like to have an informal, confidential conversation about the role in advance of applying please contact Polly Risbridger (Chief Executive & Artistic Director) at [polly.risbridger@eastlondondance.org](mailto:polly.risbridger@eastlondondance.org)

East London Dance welcomes and celebrates all protected characteristics and wishes to build an inclusive staff team that reflects the rich diversity of our UK communities. We will accept applications for flexi-working or job sharing for this post providing this is in the form of a single application from those offering a job share arrangement.

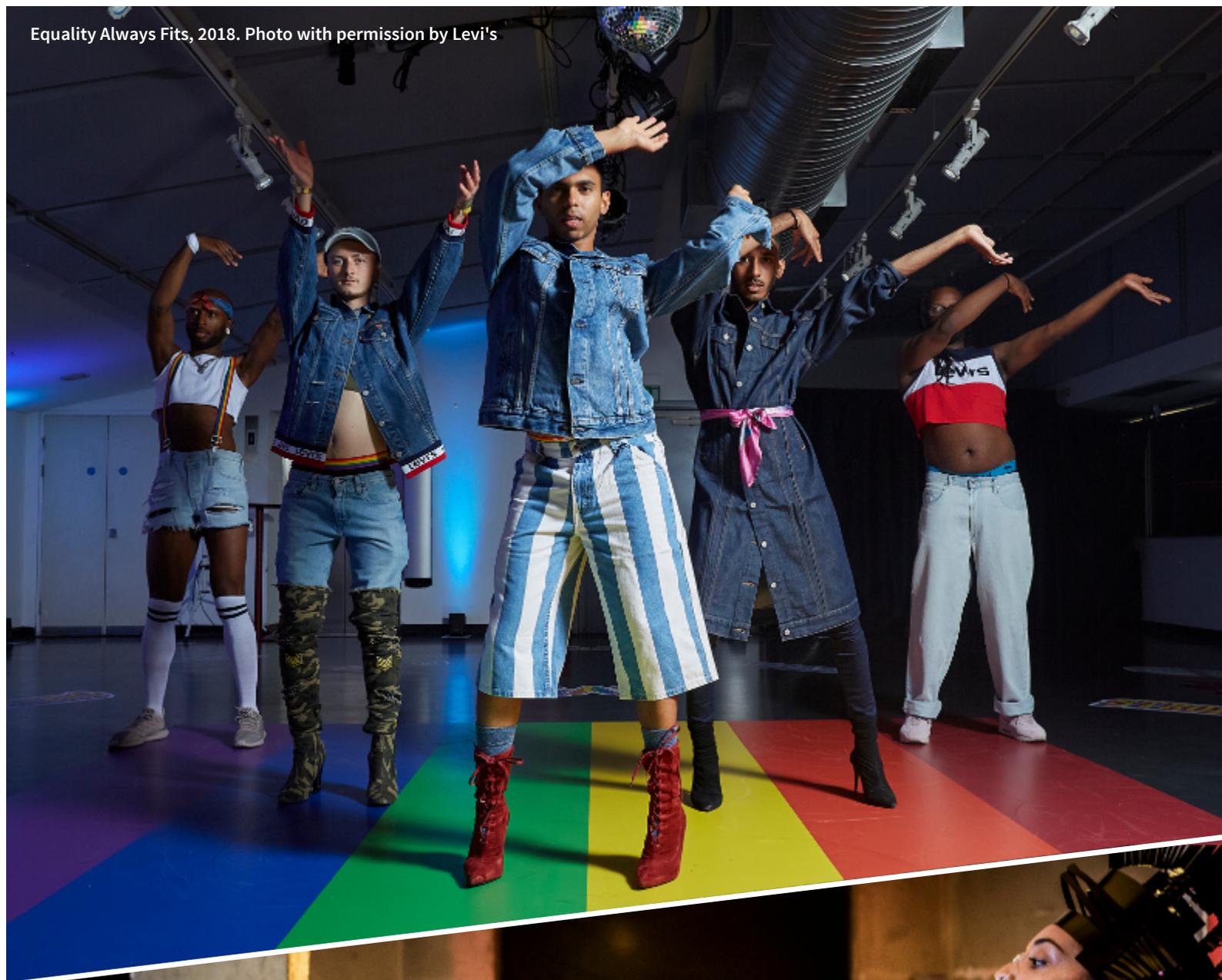
We are committed to widening access to working in the arts and value the positive impact that difference has on our company. We are therefore particularly interested in hearing from people who are underrepresented in the sector, such as those who identify as D/deaf and/or disabled, those from low socio-economic backgrounds, people of African or Caribbean heritage, South Asian heritage, East Asian heritage, West Asian heritage, Central Asian heritage, South East Asian heritage, people of Middle East and North African heritage\* and those who have experienced racism. By the term 'those who have experience racism', we are referring to individuals who have experienced discrimination based on the colour of their skin, race and/or their culture.

[\*\*\\*#BAMEOver – A Statement for the UK, Sept 2020\*\*](#)

## ACCESS

For assistance or any access requirements please contact [recruitment@eastlondondance.org](mailto:recruitment@eastlondondance.org). We will work with applicants to ensure an accessible interview process relevant to individual needs as required.

Equality Always Fits, 2018. Photo with permission by Levi's



IDENTITY, 2018. Photo by Víctor Frankowski