

DASH ARTS

Head of Development
Appointment Brief
February 2022



bamboo
fundraising recruitment



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ABOUT US

Dash Arts creates exceptional artistic experiences that bridge divides across art forms, cultures, languages and communities.

Over the last 15 years, we've created award-winning new work with over 9,000 artists and participants for audiences of over 350,000 worldwide. Our international productions, live and digital events and education programmes expand the way we see the world.

We immerse ourselves in a particular part of the world, a question or a theme over an extended period of time to research, create and produce new work, resulting in rich [productions](#), [events](#) and [participation](#) programmes with international actors, musicians and artists. You can discover our research and development process in our [blog](#).

Dash Arts has significant ambitions for the next three years to produce four major international productions and an ongoing programme of live events and workshops, digital events and podcasts.

To realise these ambitions, we are working to raise over £600,000 over the next three years for the project budgets and building significant relationships with venues and festivals to co-produce and tour the shows.

Dash has 8 permanent members of staff, and a number of temporary contract staff at any One time depending on the programme.

**Chief Executive and Artistic Director
Josephine Burton**



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FUNDRAISING

Under Chief Executive Josephine Burton, Dash Arts has been undergoing significant changes over the last two years to establish a strong platform from which to develop the organisation and its work.

As a charity, Dash looks to philanthropy and commercial partnerships for support (in addition to its Arts Council of England grant) and has taken the first steps towards building a professional and effective fundraising function.

We have had generous support from the Oak Foundation to help us with this, and have had interim support from professional fundraisers specialising in trusts and individuals to begin to take relationships forward and consider future strategic directions.

The organisation is now ready to appoint its first permanent Head of Development.

Although Dash has had fundraising successes over the years with trusts and individuals, a permanent fundraising function where donor relationships can be created, nurtured and sustained is now the key to the progress of the organisation and its creative evolution.

Because of the nature of Dash's work and its range of programmes and productions, the organisation's annual turnover is tidal, varying significantly year-on-year – for example, from £190k to £500k - depending on where things are in the cycle of shows and their scale.

Fundraising plans and strategies must take this into account. Levels of gift to date have ranged from £50 to £150k.

Since April 2020, the organisation has raised over £500,000, from Trusts & Foundations, and Individual Giving.

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THE ROLE

Dash Arts does not expect the new postholder to have had experience of raising funds from all fundraising sources listed in the responsibilities section. However, they should have the ability to critically analyse, and prioritise and implement different fundraising methods as appropriate. Working closely with Josephine Burton, the role is 'hands on' and is varied in its opportunities.

Key responsibilities

- Devise and implement fundraising strategies to support Dash's operations and creative programme. This is likely to include strategies for individual giving (regular giving, major gifts, and legacies), trusts and foundations and some corporate relationships and statutory income.
- Establish and agree realistic annual fundraising goals with the Chief Executive. Goals may include stretch targets where appropriate and as mutually agreed.
- Identify prospects, creating and managing the prospect pipeline and strategies to engage, solicit and maintain their support.
- Develop a flexible donor stewardship strategy (including events and special communications) to nurture and sustain long-term supporter relationships at all levels.
- Establish and implement regular communications to donors and be an ambassador for Dash Arts.

Head of Development

Accountable to: Chief Executive
£45,000 - 3 days a week (pro rata)

The postholder has the support of a part-time administrator.

It is an exciting opportunity for a creative and talented fundraiser to work closely with the Artistic Director and the board to establish Dash Arts' permanent and strategic fundraising function and its associated programmes and activities.

- Ensure a positive and effective working relationship with the Board of Dash Arts.
- Manage and develop team members and any contract staff or volunteers working within the fundraising programme.
- Ensure that all fundraising administration and reporting is timely and efficient, and that the fundraising function is GDPR compliant.
- Ensure relevant fundraising data is recorded accurately and consistently on the company database (currently Hubspot).
- Create, and keep updated, all policies and procedures required relating for effective fundraising function.
- Ensure that Dash Arts upholds the Fundraising Code of the Fundraising regulator.
<https://www.fundraisingregulator.org.uk/>
- Attend out of hours events as needed, both for fundraising or as requested by the Artistic Director.



PERSON SPECIFICATION

Experience and knowledge

Essential

- Experience of working with a range of fundraising sources, including some demonstrable experience of working with high value donors (whether individuals, trusts or companies) and proposal/grant writing.
- People management skills that support and empower
- Experience of aligning fundraising strategies to the organisational business plan
- Successful track-record of building funding relationships, securing gifts and regularly meeting fundraising goals.
- Knowledge and experience of budgeting and management of financial and other resources.
- Experience of creating a range of written communication (e.g. case for support, gift acknowledgements, web copy, grant writing, funding contracts, donor reports)
- Knowledge and experience of working with fundraising databases. Dash Arts' organisational database is Hubspot. Competency with Microsoft and Google software packages.

Desirable

- Experience of working within the cultural sector
- Experience of working with a board

Approach

- A confident manner with the ability to operate at a senior level
- Exceptional and flexible interpersonal skills
- A readiness to learn, be curious and to innovate
- Willingness to use initiative and work collaboratively
- A commitment to excellence



HOW TO APPLY

TIMETABLE

Closing date

The hiring manager is seeing applications as they come in, so get in touch ASAP

Interviews

February 2022

If you would welcome the opportunity to be considered for this position, please forward:

- A CV outlining your executive and voluntary appointments, development and achievements, and professional qualifications.
- A supporting statement of no more than two A4 pages, outlining why you are interested in becoming our new Head of Development, and demonstrating the experience, skills, knowledge and attributes that you would bring to the role.
- Also please ensure you have completed and submitted the equal opportunities monitoring form. The information you provide will be treated as confidential and used for statistical purposes only. The form **will not** be treated as part of your application.



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