



Untouchable

Head of Development Events

Recruitment pack
July 2024

RADA

About RADA

Founded in 1904, RADA has an unparalleled record of success in training some of the world's most renowned actors and technical specialists. Ours is an impressive history on which we are building an innovative future. RADA training is not only informed by the industry but also produces graduates who take their place at the vanguard of their profession working at the cutting edge of the dramatic arts. We have an ambitious strategy to encourage students from all circumstances and backgrounds to come to RADA.

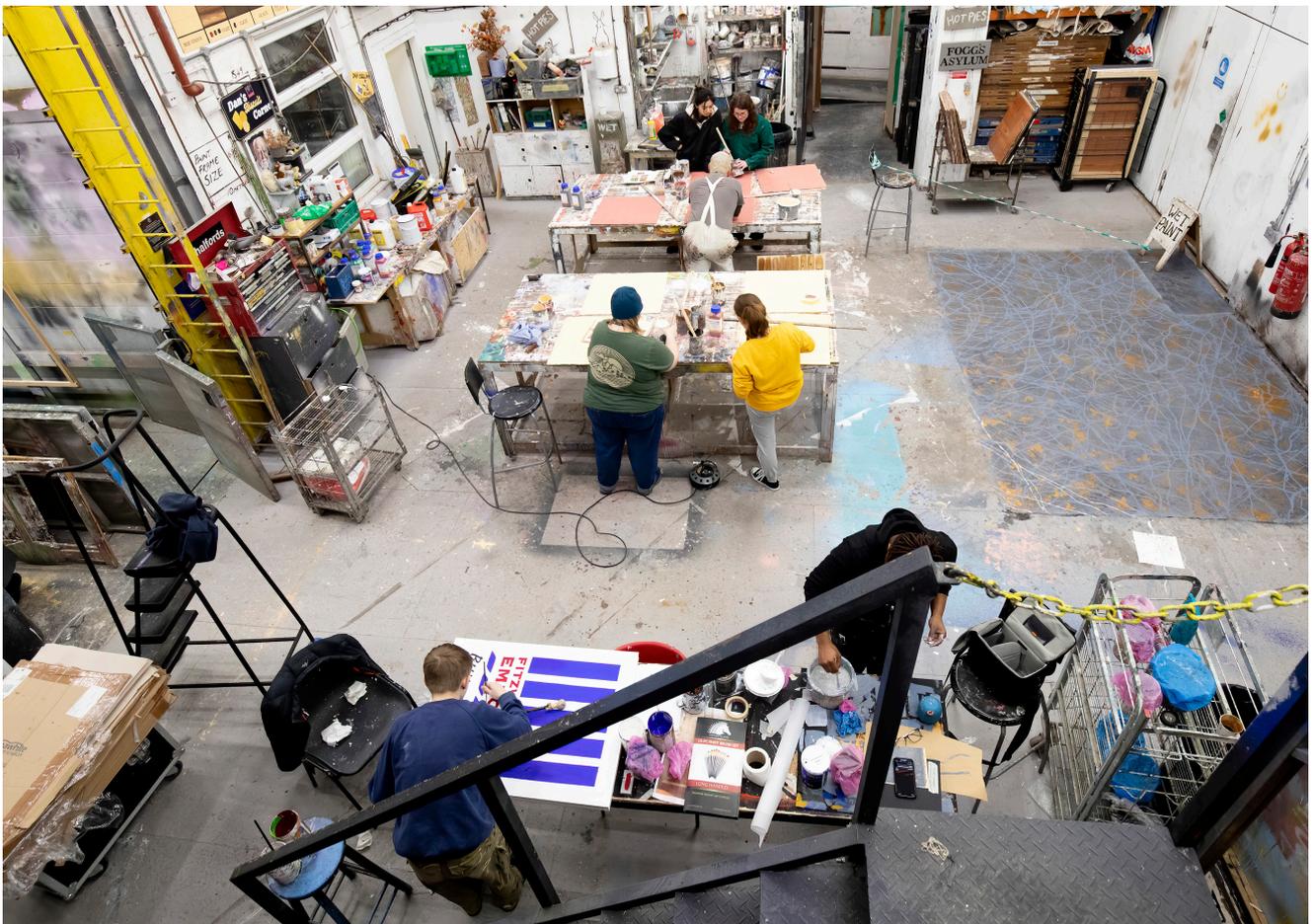
We aim to be fair and equitable and enable dialogue in a world of rapidly changing demographics and evolving definitions of identity. Through our approach to teaching, learning and wider social engagement we foreground equitable and sustainable practice in a way that sets high standards and feeds expectations for fair and considerate behaviour both in RADA and beyond.

Our access and participation programme aims to remove any barriers that students from underrepresented groups may encounter so they are able to access and succeed on our courses, and progress into the industry.

This is an exciting time to join us. We are developing a new vision and strategy for RADA, building on its existing successes to redefine training in the dramatic arts for the 21st century, focusing on key themes of training and student experience, growth, industry, and international dialogue and engagement.

In addition to our aims for our vocational training, we are working from our foundational strengths to grow our income streams through life-changing work, aligned with our core pedagogy and ethos. We aim to co-create with industry and other stakeholders to build on our reputation as a centre of excellence and innovation in our field.

Scenic art studio



RADA

Our values

Progressive

We are outward looking and embrace innovation; we work through national and international partnerships.

Inclusive

We encourage dialogue, amplify the voices of those traditionally unheard and aim to be fair and equitable in everything we do.

Creative

We foster original thinking and strive to evolve new concepts and forms of practice.

Empowering

We travel together on a teaching and learning journey that embraces boldness, supports risk-taking and celebrates the individual as well as the ensemble.

Through the work we do, we aim to develop creative practitioners who are change-makers and future leaders. Our graduates go on to become leaders in their fields as actors, directors, writers, producers, designers, scenic artists and stage and production managers, as well as enjoying success in wider industries.

RADA is open to everyone and committed to harnessing the potential of the most talented people, but we recognise that some barriers can prevent opportunities. We know that by removing barriers to our training, we are increasing diversity across the academy, and in turn effecting positive change in a more representative industry into which our students will go on to gain employment.

RADA makes an essential contribution to the UK's £116 billion creative industries and is known throughout the world by the impact and achievement of its graduates who often speak of the experience and training they underwent at RADA as unique and special. Many of the graduates that RADA has produced over the years make work which has populated film, television and theatre; achieving recognition at international award ceremonies, translated

into many languages, and contributing to economies throughout the world.

In 2024 RADA celebrates its 120th anniversary. An academy founded by the industry for the industry, we continue to maintain strong links with the performing arts industries and have built an outstanding reputation as a world-renowned centre of excellence.

RADA has recently appointed RADA graduates David Harewood and Cynthia Erivo as new President and Vice President, and in May 2024 announced that His Majesty King Charles III was taking up the Royal Patronage of RADA.



The Wolves

RADA

Fundraising and Events at RADA

The Development team is supported by the RADA Development Board and RADA Council who actively engage with the fundraising work. Recently RADA embarked on a Theory of Change exercise which has fed into a new organisational Case for Support, and this will be implemented from the new academic year. Currently the Development team raises c. £1 million per annum, and after recent change in the Development team leadership, there is a growth strategy in place with a focus on trusts and foundations, major donor engagement, and corporate partnerships. Stewardship and cultivation events play a vital role in helping build and sustain these relationships.

The current team of five includes Development Director, Head of Trusts and Foundations, Head of Supporter Engagement (interim), Senior Events Producer, and Development Manager – Trusts and Individual Giving.



Costume and Technical Theatre Arts Exhibition



Amreeka

Head of Development Events

Our Head of Development Events will play a key role in delivering RADA's future fundraising growth, developing special events for cultivation and stewardship of individual supporters, corporate partners, trusts and alumni. The role will lead the programming and operational delivery of an annual programme of events to support strategic priorities including income generation, public programmes, industry connections, alumni and student engagement, and royal patronage events, particularly during the pivotal moment presented by RADA's 120th anniversary year which includes upcoming event activity in New York during November 2024.

Reporting to and working closely with the Director of Development, the postholder will be an experienced fundraising events professional who will work closely with the RADA Development Board, RADA Council, the new cross-organisational Alumni Working Group, and teams across RADA including Marketing and Communications, Industry Liaison, Student Services and Academic team, teaching faculty and the Principal's office. The postholder will have the ability to work at both a strategic and operational level.

The Head of Development Events will be able to deal confidently and professionally with some of the most senior and successful creative people and philanthropists. You will take a creative and collaborative approach to event planning and be able to work with Development colleagues to help them successfully deliver the new multi-year fundraising campaign strategy.

Strategy

- Work with the Director of Development and key teams across the academy and RADA Business to develop an annual events programme outside academic timetabling and productions, which increases the levels of engagement of donors, funders, partners and alumni, and which makes full use of student productions, theatre trips to see graduates,

bespoke high-profile insight engagement events (including talks, panel discussions and roundtables), online events and graduate opportunities.

- Agree the annual events plan KPIs, budget, and implement the delivery of this event programme across the year, working to agreed timelines.

Event Planning and Management

- Manage a broad, high-quality programme of events and delivery schedule that communicates RADA's brand and mission, attracts and engages supporters, prospects, industry, graduates, staff and students, and focuses on return on investment.
- Work with team members across the academy to design a programme of regular in-person and online events ensuring insight talks, theatre trips, student productions, Winter Concert, public programme events and other VIP events maximise engagement from stakeholders and meet identified KPIs.
- Work with colleagues to understand event engagement levels, reporting on agreed metrics and monitoring success.
- To develop robust processes and ways of working within the team and across the organisation to ensure events are delivered efficiently, utilising event planning documents and tools.
- To manage the planning of all event logistics leading up to and on the day, with support from members of the Development team and other RADA staff as appropriate.

Stakeholder Communications

- To lead the guest list nomination process across the academy, involving the Development team alongside key departments and the Principal's Office to ensure guests lists are targeted and invited in an appropriate manner.

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- To manage RADA event communications, from the design and drafting of invitations to pre/post event communications.
- To lead the creation of accurate and comprehensive briefing and speech notes, including the distribution of guest briefings to key stakeholders ahead of events.
- In consultation with members of the Development and Marketing teams, ensure event messaging aligns with RADA's case for support, brand messaging, and has a clear fundraising focus.
- Work with Senior Volunteers (RADA Council and RADA Development Board) to create effective events that support the fundraising strategy.

Corporate and Event Partnerships

- Ensure the delivery of event-related corporate partnership benefits, and work collaboratively with the wider RADA team to ensure appropriate report back and acknowledgement takes place with these partners.
- Secure and manage event sponsorships, in-kind corporate partnerships, and event supplier partnerships to maximise the impact of key RADA Events such as the Summer Party, Winter Concert, President's Dinner, and other major events.

Processes, CRM and GDPR

- With the Development Team, support the continued introduction of a data-informed approach to fundraising to ensure we engage with supporters and alumni according to their giving level and in support of the wider strategic fundraising plan.
- Develop, in consultation with the Director of Development and wider team, best-practice operating processes and procedures for the department.
- Oversee record-keeping of event activity, in consultation with the Finance department.

- Demonstrate good leadership by excellent record-keeping on the CRM (Spektrix).
- Ensure communications are in line with RADA Privacy Policy and GDPR regulations.

General

- Take on any additional duties and responsibilities that may be reasonably expected within the terms of contract.
- Contribute to the development and culture of RADA.
- Attend RADA training and staff events as and when required.
- Promote Equality, Diversity and Inclusion at all times and ensure they are at the forefront of your thinking when undertaking your responsibilities.
- Comply with GDPR regulations regarding protecting personal data.
- Comply with Health and Safety legislation and ensure you are up to date with RADA's Health and Safety Policy.

By accepting a role at RADA, you are acknowledging a commitment to RADA's values and mission, and a willingness to contribute to the ongoing development of the same.

Person specification

Experience and knowledge

Essential

- Demonstrable experience of the successful management and delivery of Development events in the arts, Higher Education, and/or wider charity sectors including developing events for engaging existing supporters and new prospects.
- A working knowledge of the process of stakeholder management, and engaging senior creative industry professionals in events.
- Sound knowledge and understanding of event management including risk assessments, compliance with health and safety, and organisational policies.
- An understanding of fundraising, including income generating events.
- A working knowledge of how to work effectively with senior volunteers.
- Experience of utilising a CRM system for event management.
- Understanding of event budgeting and reporting financial performance against targets.

Desirable

- Experience of using Spektrix.
- Demonstrable interest in theatre and the dramatic arts.
- Knowledge of the issues affecting the HE / cultural sector particularly from an income generation perspective.
- Experience of working with Marketing teams or external designers to create event materials.
- Experience of delivering successful events in locations outside of the UK.

Skills, abilities and attitudes

- Confidence in writing speeches and the ability to communicate effectively to a wide range of audiences, suppliers and partners.
- Creativity and an enterprising approach to event planning.
- Ability to achieve desired outcomes by working through influence.
- Good numeracy skills.
- Excellent eye for detail and to ensure high standards whilst working under pressure.
- Ability to work strategically and manage multiple tasks simultaneously and to work to deadlines.
- Committed and driven.
- Approachable and personable team player.
- Diplomatic, enthusiastic, resilient and confident at dealing with people at all levels.
- Positive, can-do attitude, with a growth mindset and flexibility to work outside of core hours.

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Terms and conditions

Reports to	Director of Development
Department	Development
Contract	Permanent
Working hours	37.5 hours per week plus flexibility for evening and weekend work as required by the events programme
Will consider 0.8FTE. Hybrid working available. (The current team work 2+ days per week from the RADA London office).	
Location	18 – 22 Chenies Street, London WC1E 7PA
Salary	£42 - 45,000 per annum
Notice period	Three months
Benefits	30 days annual leave plus statutory rising a day a year to 35 days
	Defined contribution pension via auto-enrolment with Legal and General
	Death in service payment
	Occupational sick pay (based on length of service)
	Free eye tests
	Access to RADA Business open courses
	Free tickets for RADA student productions

How to apply

To apply for the Head of Development Events at RADA, please send a supporting statement (of no more than 2 pages) outlining why you want to work for RADA and how you meet the person specification, and your CV (no more than two pages) to hr@rada.ac.uk.

Supporting Statements and CVs should be submitted as attachments in either PDF or Word formatting.

We are very interested in hearing from Black, Asian, and Global Majority candidates as well as candidates who identify as disabled. RADA is embarking on a journey to become an anti-racist institution and is committed to supporting candidates in their positions, ensuring that the workplace is safe and inclusive for all. If you require any support to be able to take part in the interview process, please let us know when you apply, and we will ensure our interview process is accessible for you.

We will guarantee first round interviews to candidates who self-identify as D/deaf or Disabled, or as being from a Global Majority background, who are currently under-represented in our organisation and in the cultural sector, and have demonstrable experience as an individual giving lead or deputy lead in the arts, Higher Education and/or wider charity sector. If you regard yourself as someone who meets these criteria, please indicate this in your supporting statement

Closing date for applications

The deadline for applications is **10am on Monday 5 August 2024** - the RADA team will be reviewing applications on a rolling basis but all received by the deadline will be considered for the role.

RADA



Construction and Scenic Art project

Registered Charity No. 312819
Patron: His Majesty King Charles III

Images by Linda Carter, Helen Murray and Ikin Yum

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