



Metamorphoses

Senior Supporter Engagement Manager

Recruitment pack

September 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 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

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Fundraising 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.

This academic year the team will be comprised of Director of Development, Head of Grants and Fundraising Services, Associate Head of Supporter and Alumni Engagement, Head of Development Events, Senior Supporter Engagement Manager, Trusts Manager, and Administrator.



Costume and Technical Theatre Arts Exhibition



Amreeka

Senior Supporter Engagement Manager

The Senior Supporter Engagement Manager will play a key role in supporting the delivery of RADA's future fundraising growth by developing and stewarding long-term relationships with a portfolio of individuals and seeking new prospective relationships to support the annual targets of the Development department and to maximise giving for long-term sustainable funding. The Senior Supporter Engagement Manager will work closely with teams across RADA including Marketing and Communications, Student Services and Academic team, teaching faculty and the Principal's office.

The purpose of the role is to focus on developing long-term relationships with a portfolio of individual supporters and prospects to secure individual gifts of up to approximately £10,000 p.a. through:

- Oversight and implementation of RADA's regular giving programmes
 - Membership & Patrons – including responsibility for stewardship, recruitment, and communications.
- Securing and managing a portfolio of individual supporters.
- Oversight and development of RADA's legacy programme.

Fundraising

- Support the development and implementation of the Individual Giving annual strategy.
- With support from the Associate Head of Supporter & Alumni Engagement manage and develop RADA's Membership and Patron programme (RADA Ensemble) and support the achievement of Membership and Patron income targets and retention/acquisition rates through:
 - the delivery of a robust retention programme, including implementing the schedule of all stages of the supporter

journey (thank you / stewardship communications, meetings and events / renewal / lapsed communications) and working with the Associate Head of Supporter and Alumni Engagement and Head of Development Events to ensure all benefits are delivered.

- supporting the delivery of a creative and ongoing recruitment campaign, including the development of promotional materials and messaging.
- carrying out regular research on supporters to identify opportunities to upgrade and feed into the major donor programme, working with the Associate Head of Supporter and Alumni Engagement to identify and plan next steps in the donor journey.
- manage the administration of the Membership and Patron programme, including all financial processes, and accurate recording of all Membership/Patron records on the CRM/Database (Spektrix).
- Support the development and implementation of a RADA legacy programme.

Stewardship & Communications

- Across all areas of fundraising responsibilities maintain and develop excellent working relationships with senior staff, high-level volunteers (RADA Council and Development Board), existing donors and other external stakeholders to maximise their involvement in RADA's fundraising activities.
- Ensure the involvement of supporters, including organising visits, review meetings, invitations to wider RADA activity and holding regular donor meetings.
- Work across the Development Team, to support the delivery of complex and regular

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events to the highest standard, including contributing to the creation of guest lists and briefing notes to support fundraising and in line with cultivation plans.

- Working with the Associate Head of Supporter and Alumni Engagement, and Marketing colleagues, to support the delivery of the Development Team's communication and campaign plan, including the content creation and sending of the termly Supporters' Newsletter.
- Work across the Development Team to ensure the RADA acknowledgement webpage, and other related Development website pages are up to date.

Database and Administration

- Ensure Financial Planning sheets and CRM/ Database (Spektrix) records are consistent and up to date for agreed caseloads.
- From time to time, work with the Head of Development Events to support the creation and maintenance of accurate RSVP/Guest lists for 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.
- Attend evening and occasional weekend events, as required within the nature of the role.
- 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 successful fundraising from individuals for Higher Education, and/or the arts.
- Experience or knowledge of managing membership and patron programmes.
- Experience of securing gifts of five figure sums and above from individuals.
- Experience of legacy fundraising.
- Experience in prospect research and building engagement plans.
- Experience managing and developing relationships with individuals and supporters, and creating on-going stewardship opportunities.
- Experience in creating donor reports and working closely with other departments.
- Experience of maximising donations from an existing portfolio of individuals.
- A working knowledge of how to work effectively with senior volunteers.
- Understanding budgets 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 materials as needed.

Skills, abilities and attitudes

- Excellent relationship management and stewardship skills.
- Communicating clearly and persuasively, verbally and in writing, with excellent attention to detail.
- Self-motivated and a willingness to support others in the team when needed.
- Good numeracy skills.
- Very good writing 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.

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Terms and conditions

Reports to	Associate Head of Supporter and Alumni Engagement
Department	Development
Contract	Permanent
Working hours	37.5 hours per week plus occasional evening and weekend work
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	£42,000 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
	Free access to RADA library
	Cycle to work scheme
	Interest free season ticket loan

How to apply

To apply for the Senior Supporter Engagement Manager position 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 7 October 2024** - the RADA team will be reviewing applications on a rolling basis but all received by the deadline will be considered for the role.





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Construction and Scenic Art project

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

Images by Linda Carter

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