

Pleasance Theatre Trust - Role Pack

Head of Development

April 2025

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About Pleasance Theatre Trust

The Pleasance Theatre Trust is one of the most established Fringe theatres in the UK - which as a registered charity aims to discover, nurture and support artistic talent from around the world.

Operating year-round in London and in Edinburgh during the Festival Fringe in August, the Pleasance has become renowned for presenting a programme of compelling and entertaining shows that uniquely represents the spirit of the Fringe.

Our London theatre has 2 performance spaces, whilst Pleasance Edinburgh is home to a further 33 across 3 sites with an audience of over 600,000 across 27 days.

As an educational charity the Pleasance is committed to developing opportunities to grow careers as well as engagement opportunities for children and young people. Our team includes experienced industry professionals working proudly alongside those just starting out. Together they provide support to artists, audiences, communities and each other.

The Pleasance is a place where journeys begin; built by us, but made unforgettable by you.

We hope you'll join us.

The Pleasance Theatre Trust is a registered charity - charity numbers 1050944 (England & Wales) and SC043237 (Scotland).

What we look for in applicants

We are looking for team members with:

- A positive attitude.
- A willingness to work as a team.
- An ability to remain motivated, particularly in a fast paced environment.
- A commitment to sharing their experience with others.
- Relevant skills that would support you in the role (see “Role description” for more detail).

Successful applications are most often ones which clearly and concisely communicate these points.

Role Description

About the role

We are seeking a dynamic and strategic **Head of Development** to lead and develop our fundraising efforts across Trusts and Foundations, corporate partnerships, and individual giving. This is an exciting opportunity to establish and grow a dedicated fundraising department and make a lasting impact on the future of the Pleasance Theatre Trust.

As the **Head of Development**, you will be responsible for developing and executing a comprehensive fundraising strategy to generate support for our capital and revenue projects. You will collaborate closely with the senior leadership team to identify funding opportunities, nurture relationships, and secure financial support.

You will also manage and support the **Patrons Manager** in helping to grow and nurture our network of individual donors. Through your leadership, you will ensure the Trust's long-term financial sustainability.

This role will offer flexible working hours across 30 hours per week and hybrid options are also available.

The **Head of Development** will mainly be based in London, but will be expected to travel to Edinburgh during the course of the Fringe Festival.

Key Responsibilities

- **Develop and Implement Strategy:** Establish and deliver a fundraising strategy covering capital projects, revenue fundraising, and individual giving.
- **Trusts and Foundations:** Identify, research, and apply to relevant funding bodies to secure grants and philanthropic support.
- **Corporate Partnerships:** Build and manage relationships with corporate partners to develop sponsorship and funding opportunities, working closely with the Marketing team to maximise brand opportunities.
- **Individual Giving:** Collaborate with the Patrons Manager to enhance donor engagement, create stewardship programs, and grow our supporter base, as well as running Crowdfunding campaigns
- **Event Management:** Design and deliver fundraising and cultivation events for sponsors in London and Edinburgh,
- **Leadership and Management:** Provide effective management and support to the Patrons Manager, fostering a collaborative and motivated team environment, alongside setting up a brand new fundraising department for the charity.
- **Monitoring and Reporting:** Maintain accurate records of fundraising activities, providing regular reports to senior leadership and the Board.
- **Budget Management:** Develop and manage the fundraising budget, ensuring effective use of resources, setting targets for fundraising and ensuring they are met.
- **Stakeholder Engagement:** Act as an ambassador for the Pleasance Theatre Trust, representing the organisation at external events and networking opportunities.

General

- To work and collaborate with the wider team
- To be present at press nights, galas and other relevant events as required
- Act as a representative of the Pleasance and its values, ensuring that the Pleasance is represented to all visitors as having excellent standards

Please note, this list is not exhaustive and you may be required to undertake alternative or additional duties from time to time which are commensurate with your skills, experience and capabilities. This is a new role for the company and an exciting opportunity for someone who wants to create and shape a new team and department.

Personal Specifications

Essential:

- Proven experience in fundraising, particularly within the arts, culture, or non-profit sectors.
- Track record of successfully securing funding from Trusts and Foundations and developing corporate partnerships.
- Strong leadership and team management skills.
- Excellent written and verbal communication abilities, with experience in preparing compelling funding proposals.
- Strategic thinker with experience in establishing and executing fundraising strategies.
- Financial acumen and experience in budget management
- Strong project management skills and an ability to work to deadlines
- Understanding of data compliance, GDPR and other legal requirements linked to fundraising
- Excellent interpersonal and negotiation skills
- Passion for the arts and commitment to the mission of the Pleasance Theatre Trust.

Desirable:

- Experience in capital fundraising campaigns.
- Experience of ticketing/Box Office systems
- Understanding of Theory of Change
- Knowledge of donor management systems (e.g., CRM platforms).
- Established a network within the fundraising and philanthropic community.
- In depth knowledge of Edinburgh Fringe Festival and London venue fundraising landscapes

Reporting To:	Director
Salary:	£45,000 pro rata
Contract Type:	Permanent - 30 hours per week working flexibility
Working With:	General Manager, Head of Finance, Head of Marketing Head of Theatre London, Head of Theatre Edinburgh, Box Office Manager, Operations Coordinator, Development Producer, Head of Production, Finance Coordinator

Applications guide, timeline and process

Application timeline

The application timeline for this role is as follows:

- Deadline: 23rd May 2025 at 5pm
- Interviews: 29th and 30th May

Making an application

To apply for this role, you can make one of the following applications:

- **In Writing:** A written application can be made by emailing your CV and a cover letter explaining your suitability to the role to jobs@pleasance.co.uk with the role title and your name included in the subject line.
- **Audio:** An audio application can be made by emailing an .MP3 audio file of your cover letter / suitability to the role. A verbal summary of your relevant experience can be given in place of a CV. Audio should be clear and easy to hear and understand. To submit an audio application email the file to jobs@pleasance.co.uk with the role title and your name included in the subject line. If the file is large please use a file sharing site such as www.wetransfer.com
- **Video:** A video application can be made by emailing a .MP4 or .MOV video file of your cover letter / suitability to the role. A verbal summary of your relevant experience can be given in place of a CV. There is no dress code for video applications. To submit a video application email the file to jobs@pleasance.co.uk with the role title and your name included in the subject line. If the file is large please use a file sharing site such as www.wetransfer.com, or upload a private video to a hosting site such as YouTube, Google Drive or Dropbox and send the link for viewing.

Application process

The process has two to three stages:

1. An application
2. Interviews for shortlisted candidates
3. Second round interviews for further shortlisted interviewees if deemed necessary

How we assess your application

- Each application is assessed by someone who works in the team you are applying to - typically a manager with a knowledge of the requirements of the role. They will assess your application with a mixture of comments and scores for how closely they think you meet the requirements of the role. Requirements are outlined in the "What we look for in applicants" and "Role description" sections of this pack.
- The assessor will determine a shortlist of candidates for interview.
- You will be notified by email if you are shortlisted for an interview. Interviews take place in-person or online using Zoom.
- The interview will be conducted by 1 or 2 interviewers who have a knowledge of the requirements of the role. They will assess your interview with a mixture of comments and scores for how closely they think you meet the requirements of the role.
- If deemed necessary, a second interview will be conducted and will be an opportunity to discuss a particular area of the role in more detail.
- Due to the volume of applications received, we regret that we are unable to notify applicants that are not successful at the application stage or provide feedback.
- An update can be provided on the status of your application at any time by emailing jobs@pleasance.co.uk. We aim to reply to all enquiries within 7 days.

If your application is successful

- You will receive an offer by email, confirming the terms and other relevant information.
- You will be invited to discuss any access requirements you have so we can discuss what adjustments can be made together.
- You are welcome to ask any further questions prior to accepting the offer.
- After you accept your offer, you will be sent a contract to sign and any other relevant information.

Help

If you require help with your application you may contact us by:

- Email: jobs@pleasance.co.uk
- Phone: +44 (0)207 619 6868

We aim to reply to all enquiries within 7 days.

Equal Opportunities

At the Pleasance Theatre Trust we want our team to reflect wider society and welcome applications from all sections of the community - in particular from anyone currently underrepresented in the creative industries.

We welcome applications from everyone, regardless of background or social group. If you would like to have an informal discussion about any role available or anything in this pack before you submit your application please contact jobs@pleasance.co.uk.

You can also email to talk to us about your access needs. We discuss access with candidates at each step of the application process, so first we would discuss access for the application, then, if successful for the interview and then if successful, for the job.
