



ROLE DESCRIPTION

Fundraising Consultant

Responsible to:	Chief Executive Sales and Marketing Director (to be recruited) Fundraising Committee
Supporting:	Development Team (to be recruited)
Purpose:	Provide the strategy, thought leadership, clear priorities and objectives for South Hill Park's fundraising activity for the next three years and support the resident team in its delivery.

SOUTH HILL PARK ARTS CENTRE AND THEATRE

Located in a beautiful eighteenth century Mansion house and grounds, South Hill Park is a unique and highly regarded arts centre and theatre providing a rich mix of arts performances and activities. The venue is also the new official home for Bracknell Forest wedding ceremonies and offers a variety of opportunities for corporate or private events and hospitality such as wedding receptions, parties and conferencing. South Hill Park works in partnership with contract caterer Peas & Carrots Ltd to provide a quality in-house service. In 2019, the Mansion opened its newest function room, the Coach House a purpose built events space for all occasions.

A producing and presenting venue: music, theatre, comedy and dance, South Hill Park attracts leading professional producers, artists and local groups to form an annual performing arts programme augmented by our hugely popular in-house community productions. From life drawing classes to dance master classes, there is also an extensive range of workshops in almost everything artistic. The venue boasts two theatres, music and comedy cellar, recital room, craft workshops, three visual arts exhibition spaces and a cinema.

In the summer the grounds and buildings are taken over by a number of festivals and outdoor events – an opportunity to enjoy popular music, Shakespeare, and children's theatre in a beautifully restored, award-winning English garden. South Hill Park produces its own Christmas pantomime and large-scale in-house Easter, October and February productions.

South Hill Park is run by an independent trust registered as a charity and is part-funded by Bracknell Forest Borough Council and Bracknell Town Council, with project support from Arts Council England and a number of trusts and foundations.

South Hill Park is a creative and vibrant place to visit and work. The staff, Board of Trustees and visitors are fiercely proud of the work and activity that takes place in the Arts Centre and passionate about the role it plays within our community – **together we inspire and enrich lives.**

FUNDRAISING – GENERAL

Since 2010 South Hill Park Arts Centre's core grant funding has reduced by almost £600,000 per year and whilst the Centre still receives grants from both Bracknell Town and Borough Councils these funds are no longer a guarantee. Although the Arts Centre has embarked upon fundraising campaigns in the past fundraising is not currently part of its DNA. Covid-19 has provided the venue with an opportunity to raise awareness of its charitable status and build public support for giving but it now needs a robust and carefully planned strategy for the future to retain and grow the momentum achieved over recent months.

CONSULTANCY BRIEF

Over the course of 12 months, provide fundraising expertise to develop a realistic and actionable fundraising strategy and plan for South Hill Park Arts Centre taking into account the specific role and status the Centre plays as a local arts charity in the Bracknell Forest area.

We envisage that this work will include:

- Production of an appropriate fundraising strategy and plan in collaboration with the Chief Executive and Fundraising Committee;
- Provide the Chief Executive, Fundraising Committee and fundraising team with guidance, a clear direction of travel and advice in developing its fundraising plans;
- Identification of the funding methods and sources with the most potential for producing income in the next 2-3 years;
- Development of the case for support and creation of fundraising messages that will appeal to potential supporters and funding bodies;
- Provide a brief to the marketing team for the design of key promotional materials, including digital;
- Provision of training materials and tools in fundraising methods where the South Hill Park fundraising team lacks experience and expertise;
- Provide ongoing (a period of 12 months) support and motivation to the fundraising team, in conjunction with the Sales and Marketing Director.

The outputs we seek are:

- The creation of a three year fundraising strategy and plan and recommendations for South Hill Park focus;
- Through the in-house fundraising team, the implementation of a number of specific fundraising initiatives in year one, having provided the fundraising team with all relevant support;
- A fundraising team with measurable improved skills;
- A body of promotional materials and copy.

PERSON SPECIFICATION

We are looking for someone who has:

- Proven experience of successful fundraising at a strategic level for charities in the arts and/or local communities sector;
- Ability to work and produce results for small/medium sized charities with limited budgets;
- Demonstrable fundraising credibility e.g. registered with the Fundraising Regulator or member of the Institute of Fundraising;
- Ability to work as part of a team.

EQUAL OPPORTUNITIES

South Hill Park aims to be an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

TERMS OF ENGAGEMENT

Fee	Negotiable
Period of engagement	Stage 1 – deliver fundraising strategy and plan Stage 2 – provide ongoing fundraising support to South Hill Park in the delivery of the strategy/plan (initially one day per month for 12 months)

TO APPLY

Please include:

- A statement detailing your relevant skills & experience;
- An up-to-date CV, including contact details for two referees;
- A short outline of how you would expect to fulfil the brief.

Please submit by **12 noon on Monday 11 January 2021**.

Send to: Faye Tims, Office Manager
South Hill Park, Ringmead, Bracknell, RG12 7PA

Or email: faye.tims@southhillpark.org.uk

For more information or an informal chat about the role, please contact craig.titley@southhillpark.org.uk