



LOWRY

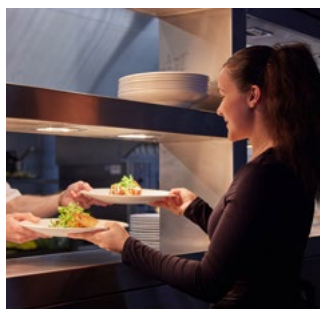
RECRUITMENT PACK

THELOWRY.COM

ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.

So if that feels like something you want to be a part of.. read on!





VISION, MISSION AND VALUES

OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

1. PEOPLE IN IT TOGETHER

We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#).

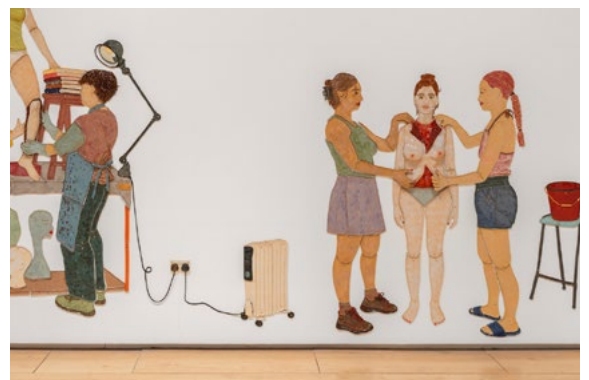
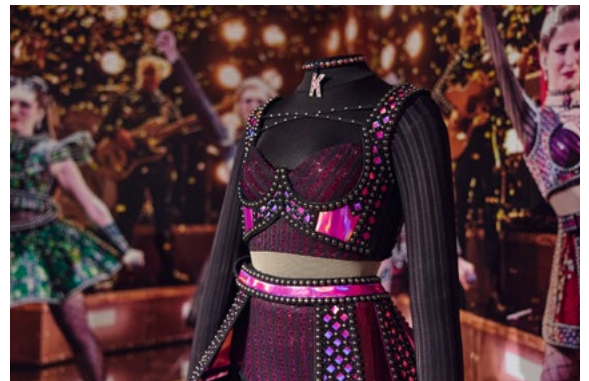
OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

Free car parking just a few minutes' walk from the Lowry building

Generous annual leave entitlement and a paid day off for your birthday!

Discounts at Lowry bars, restaurant and gift shop



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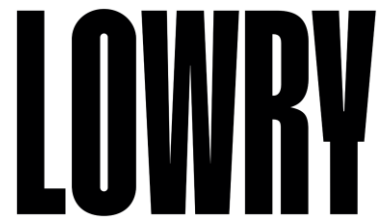


JOB DESCRIPTION

Post Title:	Development Manager
Department:	Fundraising & Development
Reports to:	Head of Development (Corporate & Events) and Head of Development (Philanthropy)
Contract Type:	Permanent
Salary	£38,000, plus staff benefits

JOB PURPOSE

This is an exciting opportunity to join one of the largest and most successful arts organisations in the UK and an established and respected fundraising team. The team has seen real success in all areas of fundraising, from commercially driven partnerships to philanthropic charitable gifts. They pride themselves on incredible attention to detail combined with a fun, vibrant and supportive environment through which they raise funds. The Development Manager will play a key role in the team and will be responsible for day-to-day delivery of Lowry's Philanthropic and Corporate giving initiatives and busy events calendar. A strategic and senior role, the post holder will generate funds through High Net-Worth individuals, major corporate partnerships and sponsorships, and mid to lower-level individual giving. The Development Manager reports directly to the Head of Development (Philanthropy) and Head of Development (Corporate Giving & Events) and will be responsible for line management of the Development Executive (Corporate Giving & Events) and the Development Officer.



MAIN DUTIES AND RESPONSIBILITIES

HIGH NET WORTH INDIVIDUAL GIVING

To support the Heads of Development (HODs) /Director of Development with the recruitment and cultivation of high net wealth individual donors

To create bespoke and strategic pitch and case for support documents

To specifically account manage and activate the annual Copley Prize, and Copley Schools appeal initiatives

To support HODs with the account management and delivery of the Creative Writing Challenge

Work in collaboration with the Audiences and Digital Departments to conduct research into individual prospects. Use research to generate prospect and guest lists and to inform cultivation and stewardship activities.

CORPORATE SPONSORSHIP

To work with HODs to identify opportunities for commercial sponsorship and devise and pitch proposals for sponsorship opportunities at Lowry and ensure that targets for sponsorship income are met.

To liaise closely with the Marketing, Galleries, Learning & Engagement and Theatres Programming teams to ensure benefits are fully delivered.

To oversee account management all current corporate partnerships, through the line management of the Development Executive.

To attend appropriate external networking events in order to develop potential Supporters and keep abreast of new developments and trends in Corporate Fundraising.

To work with the Development Executive to identify and develop income generating opportunities targeted at corporate audiences e.g. Show Packages, Special Events, Foyer sampling etc. and to support the Development Executive with their successful delivery

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SUPPORTER SCHEMES

Oversee successful running of Lowry's Supporters' Scheme, by working closely with the Development Executive and Development Officer by:

Identifying and securing new members for Supporter Scheme and ensuring recruitment targets are met.

Ensuring renewal targets for current Supporters are met through excellent stewardship

Ensuring highest standards of supporter experience by working with Hospitality teams to deliver excellent service and a joined-up experience in our Quay Club (exclusive supporters' lounge) and Lowry restaurant and bar

INDIVIDUAL GIVING

Raising the profile of Legacy Giving for The Lowry Centre Trust, stewarding legacy pledgers and ensuring accurate administration of any gifts received. Utilising and promoting Lowry's membership of the National Free Wills Network to maximise new legacy pledgers.

To lead Lowry's annual Festive Appeal, through working across the organisation to devise and deliver a major public campaign, centred around bucket collections at theatre shows over the festive period. Leading on messaging, campaign branding, internal communications, and maximising all other opportunities to increase donations from a range of sources over the course of the campaign

Representing the Development Team on the cross-departmental 'Making the Ask' steering groups, working with colleagues across the organisation to maximise donations at Point Of Sale, Goodbox tap to donate points and sundry donation opportunities

EVENTS

Work with the Heads of Development to devise an annual calendar of stewardship, cultivation, advocacy and fundraising events that serve to support the overall Development Strategy as set by the HODs and Director of Development.

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Play leading role in smooth delivery of Development events and oversee event-related duties carried out by Development Executive and Development Officer.

To be present at Development events as and when necessary, which will include some occasional evening and weekend work

DEVELOPMENT ADVISORY GROUP

To work closely with the HODs and Director of Development to manage activities of Lowry's external Development Advisory Group, through supporting the Development Executive with meeting prep, minutes and timely actions after the quarterly meetings

GIFT PROCESSING AND FINANCE

Working with the Development Executive and Development Officer to:

Ensure correct processing of all income received from events, corporate giving, individuals, and trusts and foundations

Ensure maintenance of gift records (including gift aid) and accurate database inclusion

Ensure accreditation of income, including coordination of donor board, website recognition and supporters lists as well as any other benefits

To support the HODs to maintain a close and accurate understanding of activity in relation to budgets, supporting them to prepare for monthly accounts reviews and quarterly reforecasts, and to support with the preparation of annual budget planning and setting

COMMUNICATION AND DIGITAL

Work to develop the effectiveness of the Fundraising presence on www.thelowry.com and regularly provide social media content for the web

Work with the Digital and CRM Teams to optimise online giving, and for inclusion and promotion of Fundraising opportunities through email database communications, in line with current General Data Protection Regulations

LINE MANAGEMENT

To be responsible for the line management of the Development Executive and Development Officer including:

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Holding regular 121 meetings to discuss workload and ensure needs are met

To hold annual PDR review meetings to discuss progress, challenges and identify opportunities for growth and progression

To manage requests for leave and monitor absence through PeopleHR

To ensure all internal training is completed on time, and to identify other opportunities for training and development as appropriate

GENERAL

Promote and comply with legislation and Lowry's policies on equal opportunities and health and safety both in the delivery of services and the treatment of others.

Identify and undertake training and development as required to meet personal and business needs.

Undertake any other reasonable duties, commensurate with the level of the post to ensure the smooth running of Lowry.

Keep up to date with current fundraising legislation (including data protection, gift aid and gambling licencing) and ensure the team are adhering to best practice.

Ensure that your department adheres to the General Data Protection Regulation (GDPR) and Lowry's Data Principles and Data Code of Conduct, providing training for staff where necessary.

Manage, maintain and deliver your Departmental Privacy Assessment(s) and Retention Policy/Policies in line with GDPR and, where applicable, be responsible for managing the Legitimate Interest Balancing Tests for your department(s) ensuring that staff deliver them appropriately and that the relevant safeguards are in place.

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS/ABILITIES	<p>A passion for the arts and a commitment and enthusiasm for the activities and aims of The Lowry</p> <p>A very high standard of written communication and attention to detail</p> <p>Ability to work with external contacts at a senior level</p> <p>Ability to work on own initiative and to inspire and lead a team</p> <p>Ability to work to deadlines, targets and within agreed budgets</p> <p>Excellent time management skills and ability to prioritise workload</p> <p>Excellent interpersonal skills and the ability to negotiate and close deals</p>	<p>Confident public speaker</p> <p>Quantitative reporting skills including data collection and analysis</p>
KNOWLEDGE	<p>Main principles of GDPR and significance within fundraising, including how to stay up to date with current guidance and changes</p>	<p>Confident knowledge of guidance and resources available through Fundraising Regulator, Institute of Fundraising and Charity Commission</p>

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	Understanding of the role of Due Diligence and how to conduct due diligence research, and importance of Ethical Fundraising when scoping and engaging new donors/ partners	
EXPERIENCE	<p>Experience of working in development or fundraising</p> <p>Experience of developing income streams from individuals, corporate partnerships and events</p> <p>Proven success of generating income from individuals, corporate partnerships and events</p> <p>Experience of preparing sponsorship proposals and proposals for individual givers</p> <p>Evidence of successful event delivery</p>	<p>Significant experience of development or fundraising within an arts organisation</p> <p>Experience of organising and networking at development events</p> <p>Experience of Line Management</p> <p>Experience of setting or contributing to and managing budgets</p>
QUALIFICATIONS		Degree-level education or equivalent
OTHER REQUIREMENTS	A flexible and adaptable approach to fulfilling the duties of the post	

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