



Untouchable

Head of Alumni and Supporter Engagement

Recruitment pack
June 2024

RADA

About RADA

RADA is a progressive and inclusive community of practice that inspires innovation and encourages bold action. Our world-leading training in the dramatic and production arts nurtures creative expression, empowers individuals and seeks to influence positive change in the creative industries and wider community.

For over a century, RADA has been a centre of excellence. Now in our 120th year, we are working together as a community to create an academy for the future which develops the potential of the most talented people, and nurtures curious socially-conscious practitioners who will be change makers and future leaders. Ours is an impressive history on which we are building an innovative future.

This is an exciting time to join us as we develop a new vision and strategy for RADA, focusing on inclusion in our work, creating equitable practice and empowering artists while developing our growth strategy, industry partners and international offering. We are working from our foundational strengths to

grow our income streams through life-changing work, aligned with our core pedagogy and ethos co-created with industry and partners.

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 aim to be fair and equitable, foregrounding equity, anti-racism and wellbeing in our teaching, learning and wider social engagement to ensure sustainable practice in a way that is inclusive and sets high standards for fair and considerate behaviour both in RADA and beyond.

We have an ambitious strategy to ensure students from all circumstances and backgrounds can experience our training. Our access and participation programme aims to remove barriers that underrepresented groups may encounter, so the widest pool of talent can come to RADA and progress into the industry as successful alumni, ensuring we continue to play a key part in positively impacting the cultural sector and the future of storytelling.

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

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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.

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



Costume and Technical Theatre Arts Exhibition



Amreeka

Head of Alumni and Supporter Engagement

Our Head of Alumni and Supporter Engagement will play a key role in delivering RADA's future fundraising growth by developing and stewarding relationships with major donors and supporting on a new strategy for alumni engagement. The role will engage our existing pool of supporters as well as developing new approaches to philanthropists and patrons. As part of our recent fundraising strategy development, this role has been reshaped to include both a focus on our major donors and a focus on our international alumni community and to recognise their importance to RADA's future. The new Head of Alumni and Supporter Engagement will play a significant part in our plans towards engaging, inspiring and encouraging continued involvement of alumni with RADA, particularly during the pivotal moment presented by RADA's 120th anniversary year.

Reporting to and working closely with the Director of Development, the postholder will be an experienced major gifts professional who will work closely with the RADA Development Board, RADA Council, and the new cross-organisational Alumni Working Group. The postholder will have the ability to work at both a strategic and operational level.

The Head of Alumni and Supporter Engagement 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 individual giving and be able to work with Development colleagues to successfully deliver the new multi-year fundraising campaign strategy.

Strategy

- Work with the Director of Development to develop and implement strategies to increase the levels of engagement with supporters and alumni.
- Develop strategies of engagement for key RADA alumni, including a suitable structure for them to give their time, expertise and

support to RADA by refreshing the RADA Ambassadors' programme – for example by participating in RADA's Buddy Programme, providing work placements for current students, or by representing RADA at various events.

- Agree the annual individual giving plan, targets, and forecasts across regular and campaign fundraising and oversee the Development Manager in delivering this programme across the year.

New Relationships

- Plan, develop and maintain a pipeline of prospective mid to major donors, in consultation with the Director of Development.
- Collaborate with the Head of Trusts and Foundations on a portfolio of individual approaches to steward individuals supporting through trusts and foundations.
- Work with Senior Volunteers (RADA Council and RADA Development Board) to support new donor approaches including generating new leads and managing personalised follow up.
- Identify and research prospective supporters with the aim of increasing the prospect pipeline to support annual targets.

Stewardship and Engagement

- Become the key relationship manager for a growing portfolio of mid-major donors
- Manage the renewal process for mid-major level supporters, including the President's Circle and new Academy Circle programme.
- Partner with the Senior Events Producer to create, design and communicate an inspiring events programme suitable for alumni and for individuals which makes full use of student productions, theatre trips to see graduates, bespoke high-profile insight engagement events, and alumni opportunities.

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- Oversee the management of RADA Ensemble - our patrons programme - and work with the Development Manager to create other new giving opportunities which speak to the values and ambitions of RADA in the UK and internationally.
- Build strong relationships across the academy to enable the delivery of the individual giving strategy, including developing the online campaign with the Marketing Team.
- Raise the profile of alumni relations with current students, so that they understand that their relationship with RADA is lifelong.
- Ensure individuals receive acknowledgement in line with their giving and are thanked in a timely and appropriate manner, in line with their individual stewardship plans.
- Attend events at RADA and offsite to provide best-practice stewardship.

Processes, CRM and GDPR

- With the Development Manager and Marketing Team, support the continued introduction of a data-informed approach to individual giving to ensure we engage with supporters 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 individual giving income, benefits and delivery, in consultation with the Finance department and supported by the Development Manager.
- Demonstrate good leadership by excellent record-keeping on the CRM (Spektrix) and ensure maximised income through Gift Aid.
- Work with the Senior Events Producer and Development Manager to understand engagement levels through events, supporting them to report on agreed metrics and monitor success.

- 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 major gift fundraising in the arts, Higher Education and/or wider charity sectors including developing and implementing strategies for engaging existing supporters and new prospects.
- A working knowledge of the process of engaging with senior creative industry professionals and encouraging engagement .
- A working knowledge of individual giving through Patrons' Schemes and fundraising campaigns.
- Sound knowledge and understanding of fundraising across income streams and how they work together.
- Experience of managing and motivating staff.
- A working knowledge of how to work effectively with senior volunteers.
- Experience of working strategically with a fundraising CRM system.
- An understanding of income forecasting and delivering against a strategy.

Desirable

- A successful track record of alumni engagement.
- 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 new materials to support patron programmes and fundraising campaigns.

Skills, abilities and attitudes

- Confident writing style and the ability to communicate effectively in a wide range of media and audiences.
- Creativity and an enterprising approach to income generation.
- Ability to achieve desired outcomes by working through influence.
- Good numeracy skills.
- Understanding of updating and improving database processes to support research and fundraising.
- 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 and a growth mindset.

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Terms and conditions

Reports to	Director of Development
Responsible for (staff)	Dotted line management of Development Manager (split role between Trusts and Individual Giving)
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	£50 - 55,000 per annum
Notice period	Three months
Benefits	30 days annual leave plus statutory rising a day a year to 35 days
	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	

How to apply

To apply for the Head of Alumni and Supporter Engagement 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 2 pages) to recruits@achates.org.uk. Supporting Statements and CVs should be submitted as attachments in either PDF or Word formatting. Please note CV and Supporting Statements will be shared with the RADA team for shortlisting and next steps.

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 1 July 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 and Helen Murray

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