

Royal Academy of Dramatic Art

Director of Philanthropy & Alumni Engagement

**"I would not be here
without my training at RADA.
It set me up for life."**

Lolita Chakrabarti,
Award-winning actor, writer,
producer, RADA graduate



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Welcome Letter

To our future Director of Philanthropy & Alumni Engagement,

Thank you for your interest in joining the Royal Academy of Dramatic Art (RADA).

For over 120 years, RADA has stood at the forefront of dramatic arts training, nurturing generations of actors, directors, writers, producers, and technical artists who have gone on to shape the worlds of theatre, film and television. From our historic home in Central London, we continue to evolve, innovate and inspire.

We are now seeking an impactful and strategic leader to join us at a pivotal moment in our journey. As Director of Philanthropy & Alumni Engagement and part of the Senior Leadership Team, you will play a central role in shaping and delivering a bold fundraising strategy that supports both revenue and capital ambitions, raising funds to renew RADA's estate and technical capabilities, as well as safeguarding bursaries.

A key focus of this role will be leading our major gifts programme, cultivating and stewarding high-value relationships with philanthropists, trusts and foundations, alumni and industry partners to unlock transformational support for RADA's mission and future.

This role offers the chance to build on recent achievements and lead a transformative phase of growth. You will be instrumental in aligning fundraising efforts with our organisational strategy, including our vision for inclusive training, international engagement and sector leadership.

We are implementing a new strategic vision that redefines dramatic arts training for the 21st century. It places student experience, industry collaboration and global dialogue at its heart.

This is a rare opportunity to join a world-renowned institution at a time of renewal and ambition. Our new Director of Philanthropy & Alumni Engagement will be a dynamic and experienced professional, ideally with a background in the cultural or higher education sectors, with a proven ability to lead, inspire and deliver impact, and a track record in major gift fundraising and strategic donor engagement.

If you are excited by the opportunity to shape the future of dramatic arts training, and to make a lasting difference through life-changing work, we would be delighted to hear from you.

**Marcus Ryder, Chair of RADA Council,
and Helen Slater, Acting Principal**
Royal Academy of Dramatic Art

Background Information

RADA is the global home of world-class performance training. For 120 years, we've trained the world's leading performers, storytellers and artists, collaborating across the creative industries.

Talent is everywhere, but opportunity is not. Access and diversity are at the heart of RADA, to develop new generations of performance and leadership talent, and uplift the greatest range of voices and perspectives.

Today, our impact goes beyond the stage and screen: through RADA Business, we bring the same creative disciplines into organisations around the world, helping leaders and teams transform how they perform and shape their career with lasting business impact.

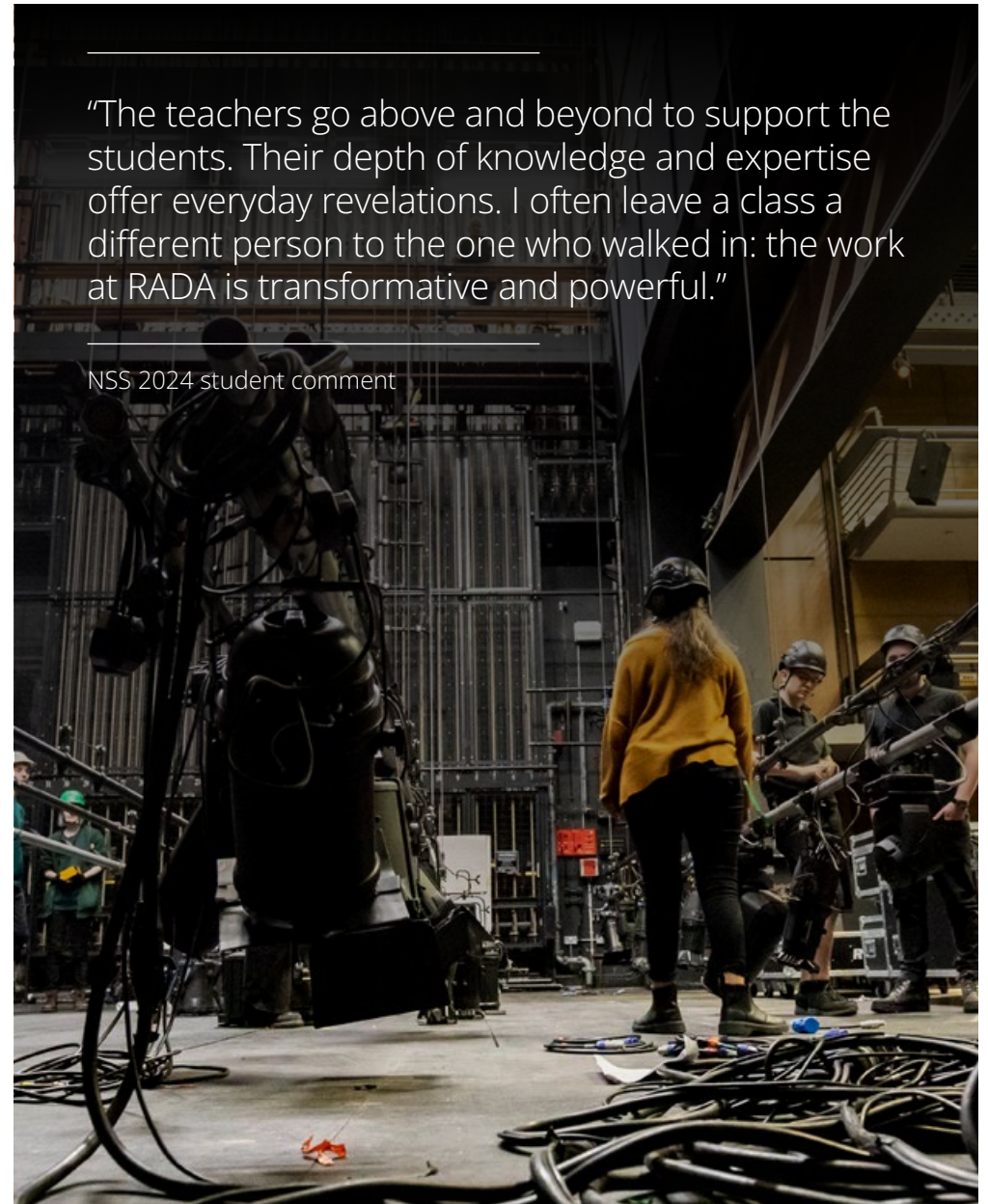
This is an exciting time to join us. Our vision and strategy focus on sustainability and inclusion, foregrounding excellence, equitable practice and wellbeing, and empowering artists. Alongside developing our growth strategy, estates strategy, industry partnerships and international offer, we are addressing two urgent priorities: investment in our estate and in bursaries that ensure all talented students can thrive.

At the same time, we are building a renewed alumni strategy, creating opportunities for graduates to connect, collaborate and shape the future of our industry. We are working from our foundational strengths to grow income streams through life-changing work, aligned with our core pedagogy and ethos, co-created with industry and partners.

We have an ambitious strategy to ensure students from all circumstances and backgrounds can experience our training. Our award-winning 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.

"The teachers go above and beyond to support the students. Their depth of knowledge and expertise offer everyday revelations. I often leave a class a different person to the one who walked in: the work at RADA is transformative and powerful."

NSS 2024 student comment





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 undertook at RADA as unique and special. Many RADA graduates 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.

RADA 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 training is brilliant. There is nowhere quite like it. This is how specific and detailed all training and university degrees should be. If there were more courses like this one the world would be a better place."

NSS 2025 student comment

Vision, Mission and Social Purpose

Our vision

To unlock the potential of dramatic artists, uplift the greatest possible range of voices and perspectives, and enable collaboration across sectors.

Our mission

To continually improve our world-leading training and practice to empower artists and leaders to inspire, innovate and ignite change.

Our social purpose

To realise the transformative power of the dramatic arts, actively contributing to a more honest, compassionate and equitable society.

RADA values

Courageous

We champion imagination and originality, daring to tell stories in bold, innovative ways. Our creativity is driven by a commitment to craft that pushes boundaries.

Inclusive

We open doors for diverse and underrepresented voices, ensuring everyone has a platform to be seen, heard, and valued. Connection, empathy and presence guide how we collaborate and engage audiences.

Progressive

We lead with innovation, working at the cutting-edge of practise, and are committed to world-class standards while constantly evolving. Our storytelling adapts with the times, always seeking new ways to reflect and shape culture.

Empowering

We inspire transformation by giving people and organisations the tools, platforms, and confidence to grow. Through our content, learning and partnerships, we spark change and unlock potential.

Our strategic priorities

In the next period we will bring to life our mission and values by focusing our work on the following strategic priorities:

- Training evolution: evolving future-ready, inclusive and responsive learning pathways
- Enhancing how we work: aligning delivery and staffing with our commitment to sustainability, quality, and wellbeing
- Growth strategy and commercial focus: diversifying and expanding income while ensuring alignment with values and core purpose
- Estate and infrastructure strategy: creating a modern, accessible, and fit-for-purpose environment
- Strategic partnerships: exploring alliances that can amplify our influence, equity, and resilience

For further information visit: [RADA](#)

Excellence

- We audition and interview around 4,500 applicants each year for just 52 undergraduate places
- Every student receives at least 35 hours of teaching each week
- Our NSS indicator for student satisfaction on the BA (Hons) in Acting reported 100% satisfaction rate, and overall teaching received a 94% positivity score.
- Academic support received 97% satisfaction rate across the institution. Students particularly highlighted the support provided by teaching staff, with 100% of respondents agreeing they felt well supported in their learning.
- 90% of our teaching staff are active in the industry
- We are defined by the Office for Students as a world-leading institution
- Around 50% of RADA BA students study Technical Theatre and Stage Management

Funding

- An average of 47% of undergraduate students receive financial support from RADA

Diversity

- Black and Global Majority students make up 40% of our BA Acting course
- 19% of our Technical Theatre Arts applicants for 2022 were Black and Global Majority
- 40% of our students declare a disability
- Less than 60% of the costs of training each student are covered by student fees and government grants

Diversity

- 70% of our income is self-generated, mainly through Short Courses, RADA Business and fundraising
- We need to fundraise at least £1.5m each year to sustain our commitment to excellence and diversity

"I love the work and attention to detail. The teachers are very committed. I feel like I'm leaving prepared to work. I feel supported in most areas. I feel more confident in my knowledge than ever before. I'm excited to be at the school on a daily basis. I'm incredibly lucky to be here."

NSS 2024 student comment

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 for revenue fundraising. Currently the Development team raises £1 million+ per annum, and there is a growth strategy in place with a focus on trusts and foundations, major donor engagement, and corporate partnerships.

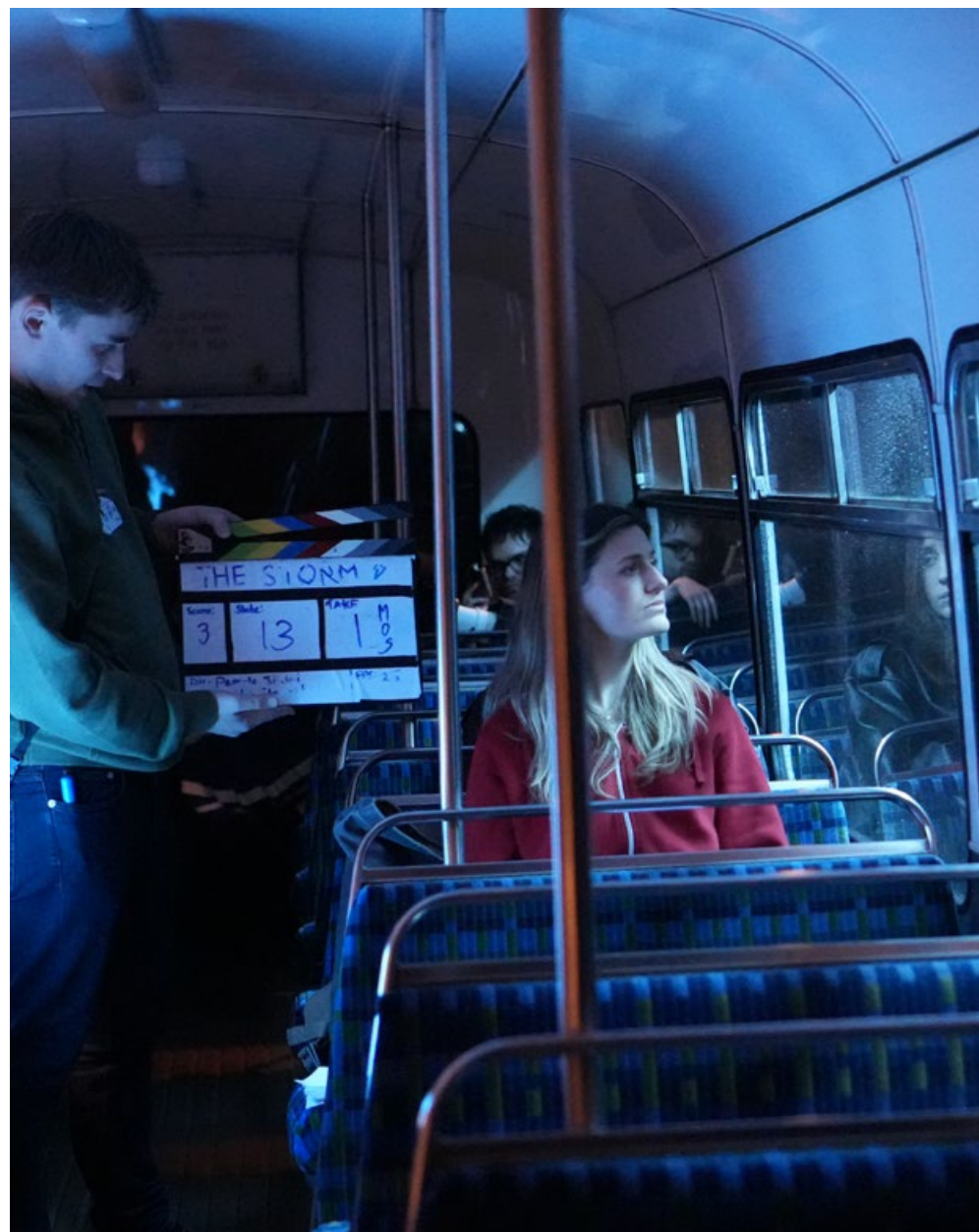
In the last year 43% of this income is from individual philanthropy, 38% from trusts, foundations, and statutory, 8% from legacies, with the remaining 11% from corporate support and events.

We have well established support from trusts and foundations, and strong relationships with a growing major donor portfolio. Our long-running partnership with Warner Bros. Discovery is a key relationship, and we also look to build our corporate fundraising working with RADA Business, our corporate training enterprise, where appropriate.

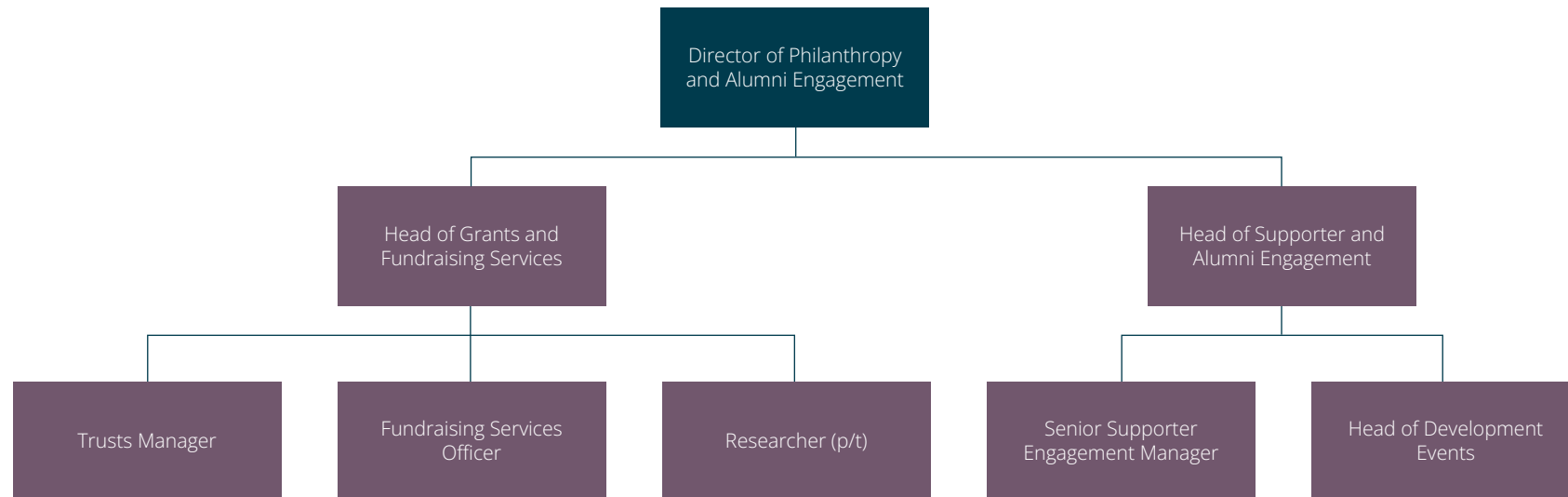
RADA's alumni community, working across theatre, film and television in the UK and internationally, plays a vital role in shaping our future. We are developing new ways to unlock the breadth of their influence and experience, not only as advocates and ambassadors, but as collaborators and leaders to create pathways for future generations.

Alongside this, we are building our presence in the United States. Our focus is on expanding philanthropic support and partnerships, with strong momentum through our Development Board who are helping us to establish networks and grow new streams of support.

As part of the implementation of RADA's new vision and strategy, we are focusing on our finance resilience and developing our income model to continue to support our ambitions and ensure continued growth. A key part of this strategy for organisational resilience is upcoming ambitions regarding our estate to ensure we remain a world-leading training facility.



Organisation Structure



The Role

Job Title

Director of Philanthropy & Alumni Engagement

Location

18 – 22 Chenies Street,
London WC1E 7PA

Reports to

Acting Principal

Team

This role will lead a Development team currently comprised of seven of which two are direct reports - Head of Grants & Fundraising Services and Head of Supporter & Alumni Engagement.

Key Relationships

Chair of RADA Council, Acting Principal, Trustees, Development Board, donors, staff, partners, graduates, creatives, and students.

Purpose

The Director of Philanthropy & Alumni Engagement is responsible for all fundraising at RADA. They will first be responsible for maintaining the relationships that contribute to current philanthropic income, whilst also devising and delivering a strategy for the growth and diversification of these income streams. They will additionally shape our wider Alumni Engagement programme.

The focus for short to medium term philanthropic growth will be building networks with individual supporters in the UK and USA, alongside growing relationships with Trusts and Foundations. The Director will lead a newly combined revenue and capital fundraising strategy, will look for new corporate support opportunities, and will engage with our alumni. This role also includes the wider responsibility for strengthening RADA's relationships with its global alumni body.

The Director will work collaboratively with colleagues across the RADA's community to deliver this step-change. As a member of the Senior Leadership Team, they will provide Development expertise and insight into organisational leadership and planning, and will also contribute to the wider organisational strategy. They will be a champion for fundraising and

developing the culture of philanthropy across the organisation. The role will work closely with the Senior leadership Team, trustees and Development board, helping to shape how best the fundraising strategy is delivered and supported.

Who we are looking for:

We are looking for someone with significant experience in leading a development function. You will bring a proactive, strategic approach to the role, a track record of building and inspiring successful teams, and exceptional stakeholder management skills.

You will have a proven ability to secure major gifts from individual philanthropists at scale, ideally within a cultural organisation or a transferable context. Your experience will include supporting senior colleagues and volunteers in their engagement with donors, and navigating complex philanthropic relationships with confidence and finesse.

You will be a compelling storyteller, able to communicate RADA's mission and impact in ways that resonate deeply with donors and partners. You will understand how to leverage brand, narrative and emotional connection to build long-term support and advocacy.

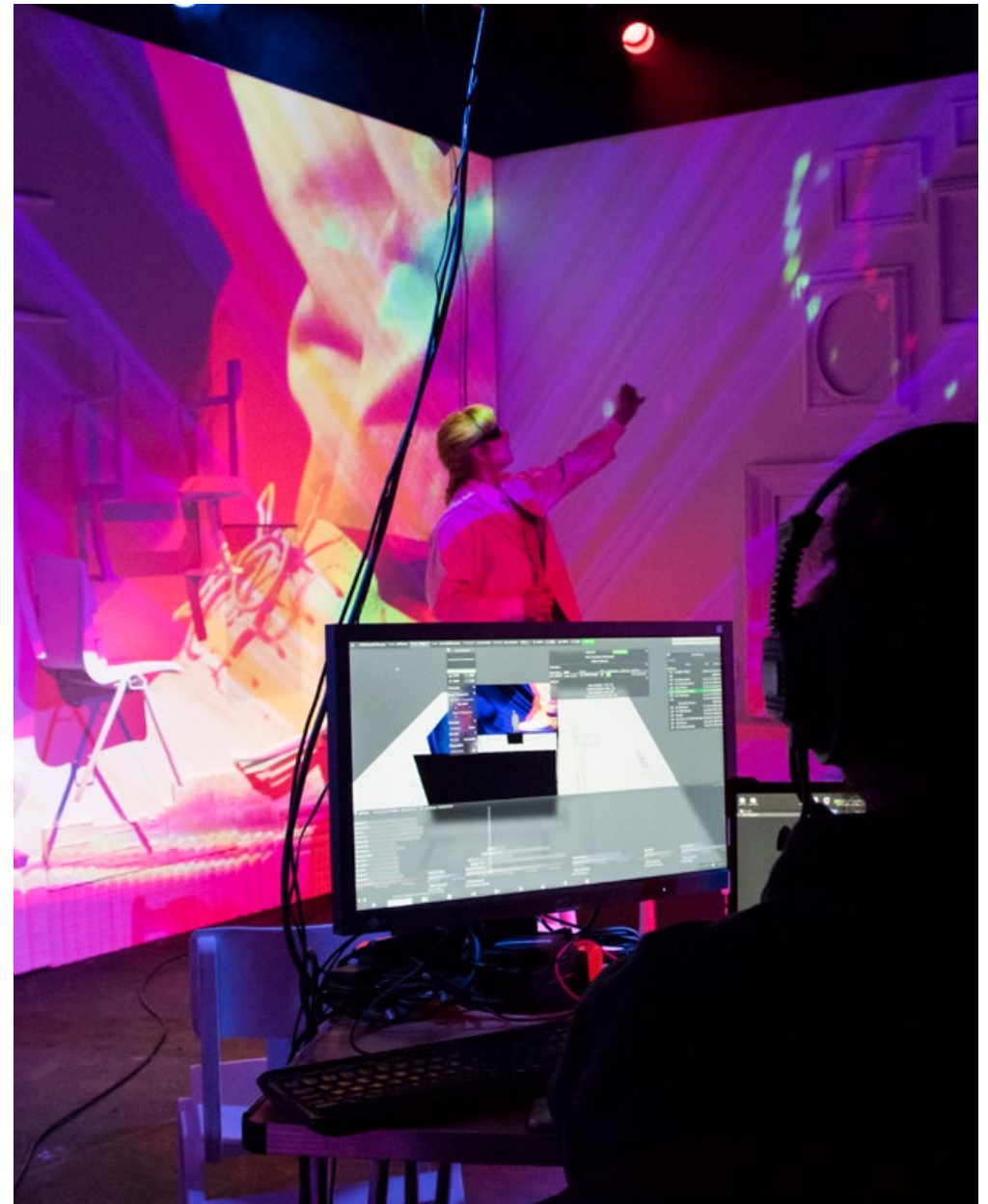
You will also bring a strong understanding of Development strategy and the ability to build a persuasive case for both revenue and capital support. Your strategic thinking will enable you to contribute meaningfully to wider organisational planning and help align fundraising with RADA's long-term vision and values.

While we don't require experience of individual philanthropy in the USA, you will need to bring a confident approach to this area, and the ability to gain an understanding of the features of operating in that environment at pace. Through previous leadership of development functions, you will also understand corporate, and Trust & Foundation fundraising.

Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Shaped a long-term fundraising strategy to grow philanthropic income in line with RADA's ambitions, with milestones for future years.
- Grown and diversified income streams, by consolidating existing grant funding while driving significant growth from companies, high-net-worth individuals, and other new sources.
- Embedded fundraising across RADA by building strong partnerships with internal stakeholders so fundraising becomes integral to the institution's culture and strategy.
- Developed the team by aligning the fundraising team's structure, skills, and targets to future needs, with plans for sustainable growth.
- Mobilised networks and champions by leading and inspiring senior volunteers, and creating deeper alumni engagement.



Key Responsibilities

- Create and implement a combined revenue and capital fundraising strategy to deliver philanthropic and sponsorship income to support RADA's activities and estates strategy, with particular responsibility for securing significant gifts from individual supporters
- Lead and develop a motivated Development team of seven
- Achieve agreed income targets for unrestricted and project specific areas such as student hardship, scholarships, and capital investment
- Grow income from HNWIs and other forms of individual giving
- Grow income from Trusts, Foundations and statutory sources
- Grow corporate sponsorship and partnership programmes
- Oversee major institutional funding bids
- As a member of RADA's Senior Leadership Team, contribute to and report against organisational strategic and business planning (including agreeing and achieving development department income targets, and reporting)
- Manage the delivery of development department expenditure budgets
- Continue to build a robust and well-researched pipeline to support forecasts and targets
- Lead on cultivating and engaging philanthropists across all RADA activity including: developing networks and making approaches for support with RADA's Development board, senior volunteers and alumni
- Overseeing the delivery of a cultivation and stewardship events programme ensuring the Senior Leadership Team is briefed appropriately
- Ensure appropriate and efficient processes, procedures and systems are in place, such as for gift and donor management
- Lead the delivery and integration of the alumni engagement plan, incorporating the distinctive nature of RADA's alumni body
- Support and manage the Development Board
- Work with Trustees and key stakeholders to set and meet fundraising objectives
- Oversee regular development department communications with all supporters and RADA's alumni
- With senior colleagues, develop and implement plans for future capital campaigns and other significant targeted income appeals
- Represent RADA externally to a wide range of stakeholder groups and at events
- Ensure best practice and compliance with relevant regulations guidelines



Person Specification

Experience and knowledge:

- Significant experience of leading fundraising functions at a strategic level, likely in the cultural and/or Higher Education sectors or related third sector organisations
- A strong track record of securing philanthropic gifts at a transformational level
- Track record in securing major grants and leading high-value corporate fundraising and partnerships
- A strong understanding of how to create a compelling Case for Support
- Experience of developing new business and meeting ambitious targets, including identifying and building networks and working with senior volunteers
- Experience of managing programmes of events and communications
- Knowledge and ability to scope and deliver philanthropic programmes in the USA

- Experience of leading, motivating and developing a team
- Knowledge of current fundraising best practice and innovation, including but not limited to digital fundraising strategies
- A thorough understanding of all relevant legislation relating to data protection
- Strong project management skills and attention to detail, with the ability to juggle competing priorities
- Ability to speak/present confidently and persuasively in public
- Diplomatic, professional, and able to handle sensitive information with discretion

Skills, abilities and attitudes

- Outstanding communication and storytelling skills, and an empathetic approach to developing strong relationships with colleagues, senior volunteers and supporters
- Sophisticated interpersonal skills with the ability to influence and inspire
- An approachable leader with an open and inclusive management style which inspires trust
- A collaborative approach to working with team members and stakeholders
- Strategic and proactive, able to identify opportunities and plan bespoke donor engagement pathways



Terms

The salary for this role is in the region of £80,000 per annum. To discuss salary parameters please call **Sonja Dunphy**, Managing Director or **Nicola Reames**, Senior Consultant at Richmond Associates.

The package includes:

- Annual leave entitlement of 30 days' annual leave plus statutory, rising a day a year to 35 days
- Defined contribution pension via auto-enrolment with Legal and General
- Notice period of 3 months
- Hybrid working: we would expect the postholder to be in the office at least three days of every week
- Flexible working: while we are advertising the role as a full-time position, we would be open to applications from candidates who are seeking a 0.8FTE post, or are seeking similar flexibility around caring responsibilities.
- Other: Interest free season ticket loan and professional development opportunities

Equity, diversity and inclusion

We are very interested in hearing from Black, Asian, and Global Majority candidates as well as candidates who identify as D/deaf or disabled, who are under-represented at this level at RADA. We are committed to becoming an anti-racist institution and supporting candidates in their positions, ensuring that the workplace is safe and inclusive for all.

We are taking positive action by guaranteeing an interview to any applicant who self-identifies as being from a Black, Asian or Global Majority background, and/or who self-identifies as D/deaf or disabled, and has experience as a development department lead or deputy lead in the cultural and Higher Education sectors. If you regard yourself as having these characteristics, please state so clearly on your supporting statement.

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.



Next steps

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications and contact details.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. A separate document with names and contact details of 2 referees, together with a brief statement of the capacity in which they have known you. Please note we will not contact your referees without your express permission.

For further information, key dates, and to upload your application via our website portal, please visit: <https://richmond-associates.com/job/dpae-rada/>

Receipt of your application will be acknowledged by our team as soon as possible.

Please tell us if there are any reasonable adjustments we can make to help you in your application or with our recruitment process.

In case of any technical difficulties, please contact us using the details on the last page of this pack.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Richmond Associates.

Interviews with RADA will take place in **mid-November 2025**.

Useful links

Apply:
<https://richmond-associates.com/job/dpae-rada/>

RADA website: [RADA](#)

Further information on fundraising at RADA: [Support us — RADA](#)

The closing date for applications is 09:00 on **Wednesday, 29 October 2025**.

Get in touch!

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