



Untouchable

Director of Development

Recruitment pack
February 2023

Introduction

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

Lolita Chakrabarti, award-winning actor, writer, producer, and RADA Council member

Thank you for your interest in the Royal Academy of Dramatic Art (RADA) and our Director of Development role.

For over 100 years, we have been at the forefront of training future generations of actors, directors, writers, producers, and other professionals for theatre, film and television from our home in Central London.

We are looking for a new Director of Development who will lead our drive to ensure that we can continue to provide these opportunities to aspiring practitioners, while also growing opportunities for them. While Development at RADA continues to be a success story, there is considerable scope to renew our philanthropic focus, and you would take a leading role in building a new strategy to fully realise the potential of networks and connections we can leverage, including

with our alumni, and how that relates to organisational ambitions and plans.

Our new Director of Development will be someone whose experience will demonstrate their ability to lead and make a significant impact, with an understanding of the Higher Education or Cultural sectors. This is role is an opportunity for a successful development professional to build strategy and income in an exceptional, high profile organisation.

This is an exciting time to join us. We are developing a new vision and strategy for RADA, building on its existing successes to redefine training in the dramatic arts for the 21st century, focusing on key themes of training and student experience, growth, industry, and international dialogue and engagement.

Curse of the Starving Class



RADA

About RADA

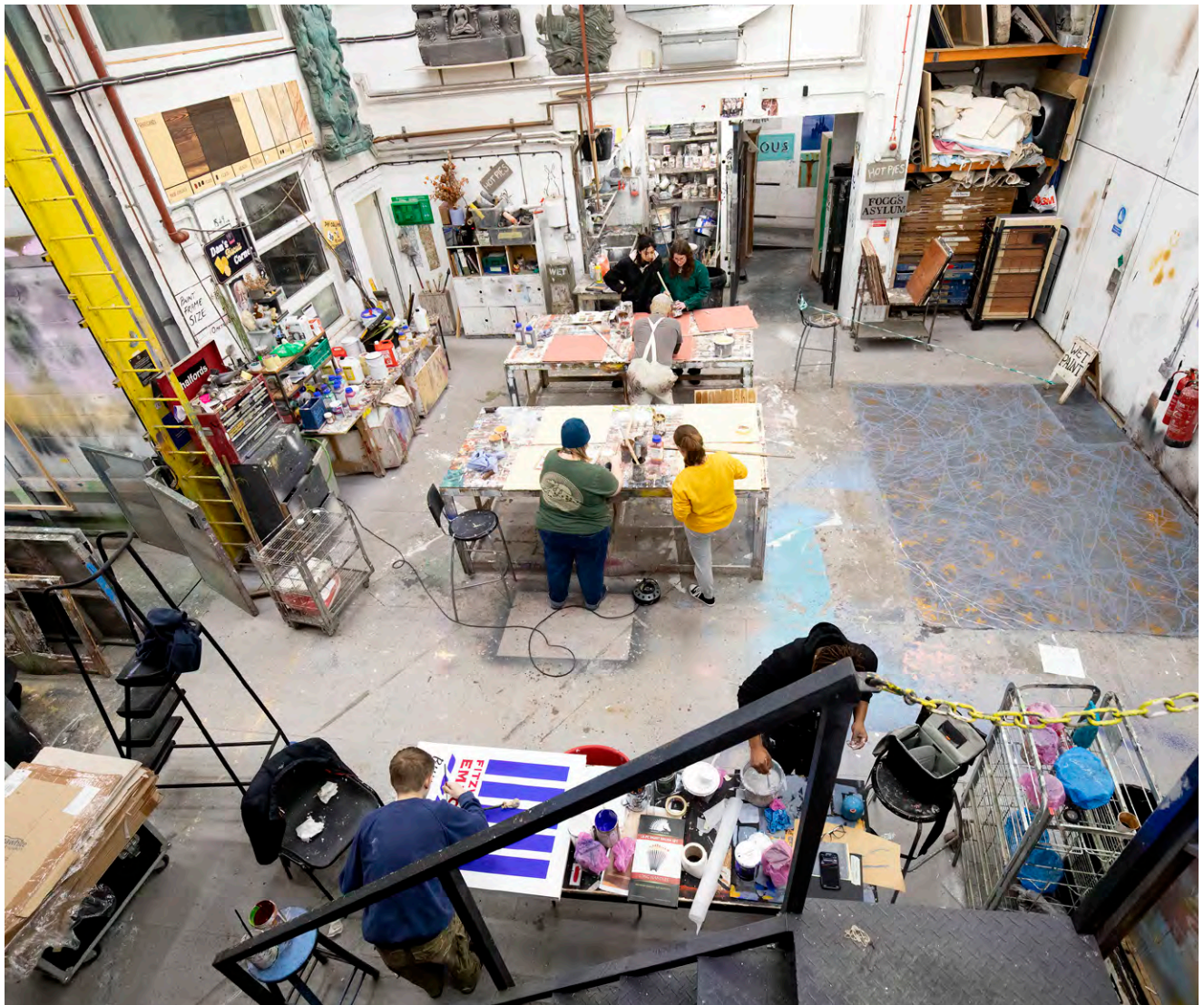
Founded in 1904, RADA has an unparalleled record of success in training some of the world's most renowned actors and technical specialists. Ours is an impressive history on which we are building an innovative future. RADA training is not only informed by the industry but also produces graduates who take their place at the vanguard of their profession working at the cutting edge of the dramatic arts. We have an ambitious strategy to encourage students from all circumstances and backgrounds to come to RADA.

We are working from our foundational strengths to grow our income streams through life-changing work, aligned with our core pedagogy and ethos. We aim to co-create with industry and other stakeholders to build on

our reputation as a centre of excellence and innovation in our field.

We aim to be fair and equitable and enable dialogue in a world of rapidly changing demographics and evolving definitions of identity. Through our approach to teaching, learning and wider social engagement we foreground equitable and sustainable practice in a way that sets high standards and feeds expectations for fair and considerate behaviour both in RADA and beyond. Our access and participation programme aims to remove any barriers that students from underrepresented groups may encounter so they are able to access and succeed on our courses, and progress into the industry.

Scenic art studio



Facts about us

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 'teaching on my course' is 92.4%, 9% above our benchmark
- We are defined by the Office for Students as a world-leading institution
- We have a ratio of 2.53 students to staff, more than double that of our nearest competitor
- Around 50% of RADA BA students study Technical Theatre and Stage Management

“The quality of teaching is extremely high, it is absolutely sensational. I truly feel like I have worked with some of the best acting tutors in the world.”

NSS 2020 student comment

Diversity

- An average of 50% of undergraduate students receive financial support from RADA, with an average award of £3,000
- The gender balance on our undergraduate programmes (actor and theatre production training) is 50:50 male:female
- Black and Global Majority students make up more than 40% of our BA Acting course
- 24% of our Technical Theatre Arts applicants for 2022 were Black and Global Majority
- 25% of our students declare a disability



The Wolves

Funding

- Less than 60% of the costs of training each student are covered by student fees and government grants
- 70% of our income is self-generated
- We need to fundraise £1.4m each year to sustain our commitment to excellence and diversity

All figures relate to the 2022-23 student population unless stated.

Graduate Careers

Our graduates work in theatre, film, television, audio, video game and digital performance industries, in the UK and internationally.

“Being from a working class background, the idea of being a student at one of the most renowned, prestigious drama schools seemed an unrealistic and unreachable goal. This could not be further from the truth.”

NSS 2020 student comment

Development at RADA

RADA has long enjoyed strong philanthropic support, in recent years building and maintaining income of just over £1m per annum. The largest proportion of this income currently comes from trust and foundations (around 50%), followed by individual philanthropy (including fundraising events) and corporate support.

We are currently developing a new organisational strategic plan to ensure RADA's success in the coming years from the next academic year (September 2023). A new and robust development strategy will be part of this wider organisational plan.

We have begun to lay the foundations for this development strategy, commissioning a fundraising audit from our external consultants, Achates. It will be the new Director of Development, however, who will complete this process, building on this audit and past success to create a compelling case for support and grow our philanthropic income.

We have well established support from trusts and foundations, with strong relationships which are opportunities to develop further support. 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.

We also know that RADA's alumni, many of whom are high profile individuals working across theatre, film and television in the UK and USA, will be key to our strategy. We are also looking to grow our philanthropy streams both in London and the US, and there is significant support available in establishing these networks through individuals on our Development Council.

In the longer term, we have ambitions to upgrade and develop our building and facilities, and are already exploring potential approaches for this much needed improvement to our student offer.

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The main purpose of the role

The Director of Development is responsible for all fundraising at RADA. They will first be responsible for maintaining the relationships that contribute to current philanthropic income with the wider Development team, whilst also building and delivering a strategy for the growth of our development programme and income generation to support the Academy, and to shape our wider alumni relations programme.

Building on the work done by our external consultants to deliver an audit of current fundraising and areas for growth, you will work with colleagues across RADA's management team to create this development and contribute to wider organisational strategy, as well as being a champion for fundraising within the organisation.

We anticipate that the primary source for short to medium term philanthropic growth will be by building networks with individual supporters in the UK and USA. You will maintain and grow relationships with trust and foundation supporters, look for new corporate support opportunities, lead capital fundraising, and engage with our alumni. You will also have a wider responsibility for shaping RADA's relationships with all of its alumni.

Finally, you will be a key member of RADA's wider management team, working with the Vice Principal and Principal, and providing Development insight into organisational leadership and planning.

Costume and Technical Theatre Arts Exhibition



Who we are looking for

We are looking for an individual who brings significant experience in leading, or co-leading, a development function, with a proactive approach to the role and leading successful teams, and exceptional stakeholder management skills.

You will have a successful track record of developing major gifts from individual philanthropists at scale, likely in a cultural organisation or a Higher Education institution with a focus on vocational arts or culture training. This track record will have encompassed supporting senior colleagues and volunteers in their approach to donors.

You will have a strong understanding of development strategy and an ability to build a strong case for support. Related to this you will have the capacity to contribute to wider organisational planning.

While we don't require experience of individual philanthropy in the USA, you will need to bring a fearless 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 and foundation fundraising.

Main duties of the role

- Create and implement a development strategy to deliver philanthropic and sponsorship income to support RADA's activities, with particular responsibility for securing significant gifts from individual supporters
- Lead and develop a motivated Development team (currently comprising Head of Trusts and Foundations, Head of Individual Giving, Senior Events Producer and Development Manager)
- Achieve agreed income targets for unrestricted and project specific areas such as student hardship, scholarships, and capital investment
- Grow corporate sponsorship and partnership programmes
- Oversee major institutional funding bids
- As a member of RADA's management 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
- Ensure there is 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 systems are in place such as for gift and donor management
- Devise and implement an alumni relations strategy, incorporating the distinctive nature of RADA's alumni body, and lead its delivery and integration across the organisation
- Support and manage the Development Board
- Work with Trustees 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

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Person specification

- Significant experience of leading fundraising functions at a strategic level, likely in the cultural and/or Higher Education sectors or related third sector organisations
- Experience of developing new business and meeting ambitious targets including identifying and building networks, working with senior volunteers, as well as managing programmes of events and communications
- A strong understanding of how to create a compelling Case for Support
- The ability to scope and deliver philanthropic programmes in the USA
- Knowledge of current fundraising best practice and innovation, including but not limited to digital fundraising strategies
- Outstanding communications skills, and an empathetic approach developing strong relationships with colleagues, senior volunteers and supporters
- Experience of leading, motivating and developing a team

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 embarking on a journey to become an anti-racist institution and are committed to 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.

The Faith Machine



Terms and conditions

Reports to	Vice Principal
Manages	Development team
Contract	Permanent
Working hours	37.5 hours per week plus occasional evening and weekend work

We would expect the postholder to be in the office at least three days of every week. 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.

Location	18 – 22 Chenies Street, London WC1E 7PA
Salary	£70,000 per annum
Notice period	Three months
Benefits	30 days annual leave plus statutory rising a day a year to 35 days Interest free season ticket loan Defined contribution pension via auto-enrolment with Legal and General Excellent professional development opportunities

How to apply

To apply for the position of Director of Development at RADA please send a supporting statement of no more than two pages outlining why you want to work for RADA and how you meet the person specification, and your CV to happlications@rada.ac.uk

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 experience as a development department lead or deputy lead in the cultural and Higher Education sectors. If you regard yourself as someone who meets these criteria, please indicate this in your supporting statement.

If you would like an informal conversation about this role, please contact Matthew Swann at Achates Recruits, who are supporting us in the recruitment of this role, at matthew@achates.org.uk.

**Closing date for applications
12pm on Monday 13 March.**

Interviews

First round interviews will take place online on 16 and 17 March with our Vice Principal, Helen Slater, and Matthew Swann at Achates Recruits.

Second interviews will take place in the week 27 March with Helen Slater, Niamh Dowling, RADA's Principal, members of our Development Board and our external fundraising consultant (Achates). This interview will involve a prepared question or presentation, an opportunity to tour our buildings and an informal conversation with the other members of our management team and Development department.

If you require any of this information in an alternative format (e.g. Microsoft Word) then please email matthew@achates.org.uk.





RADA



Construction and Scenic Art project

Registered Charity No. 312819
Patron: Her Majesty The Queen

Images by Linda Carter, Helen Murray and Ikin Yum

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