

Income Generation & Communications Officer

Job Title: **Income Generation & Communications Officer**
Department: **Income Generation and Communications**
Reports to: **Events Manager**
Start date: **January 2018**
Salary: **£21k-27k**

Shakespeare Schools Foundation (SSF) is a national cultural education charity that exists to improve the levels of literacy, communication skills and teamwork abilities of young people. Our unique drama project gives young people the confidence to stride onto whatever stage they choose.

Our mission is to transform lives through the unique power of Shakespeare.

Our objectives are:

- to promote life skills, social cohesion and ambition
- to promote educational attainment - especially in literacy, literature and the performing arts
- to provide a unique cultural and creative experience to young people from disadvantaged backgrounds

We currently have 27 permanent employees supported by over 100 freelance staff during the Festival, which runs in the autumn. We are organised into three teams:

- **Festival and Creative:** recruitment of and support to participating schools and theatres, manage Festival operations, creation of high quality resources, develop workshops and curriculum based products.
- **Income Generation and Communications:** fundraising, commercial revenue (e.g. box office, merchandise), website, social media, press and PR, promoting SSF to existing and new stakeholders
- **Finance and Administration:** finance, IT, office management and HR

We actively encourage applicants from BME communities and people with disabilities. This role is based at SSF's Head Office, currently at 140, London Wall, EC2Y 5DN.

Our values are

- aspirational
- experiential
- diverse
- uniting
- thrilling
- transformative



This is an exciting time to join the Income Generation and Communications team and there is a significant opportunity to make a real difference and show a measurable impact in this role.

Main purpose of the role:

This multi-faceted role sits at the heart of the Income Generation & Communications team, supporting all elements of its strategy.

The postholder will deliver key revenue streams which support the Foundation's work and play a key role in implementing the organisation's communications, fundraising and events plans.

You will report to the Events Manager, but you will provide outstanding support to the Events, Fundraising & Communications managers

KEY RESPONSIBILITIES

Sales

Using honed sales techniques, plan and implement revenue streams to an annual target

- **Merchandise** – manage the design, production, sales and distribution of all online merchandise sales and sales across Festival nights. Manage partnership with Splaat Media ensuring they coordinate with the Festival team and maximise opportunity to sell SSF branded products.
- **Box Office** – increase the box office sales of nationwide performance nights during the Festival year on year. Work with Festival Assistants to monitor sales across an 8 week period and report figures back to senior management
- **Budgeting and reporting** – provide regular, clear reports on performance vs. target to senior staff inputting into the annual budget and sales plan, whilst managing expenses to budgets
- **Events** - provide support to SSF's Events Manager in sales of event tickets
- **Research:** hone an awareness of current market trends ensuring that SSF's products and activity is comparable to its competitors.

Events

Assist the Events Manager in the organisation of a series of events across the year. Tasks will include:

- **Event logistics:** liaising with venues, booking catering, drafting invitations, communications with schools, compiling guest lists and keeping attendee logs, working with participating schools and meeting and greeting guests
- **Outreach/Relationship Management**

Organise and facilitate meetings with stakeholders to further SSF's reach, managing relationships across the legal, parliamentary, arts and education sectors, including invitations to the Festival.

- **Sponsorship:** seeking and negotiating in-kind sponsorship of elements of events - for example, refreshments

Fundraising:

Trusts and Foundations

Working to the Fundraising Manager, implement a small portfolio of trust and foundation applications

- **Research & cultivation:** communicate with funding bodies to understand the specific requirements of an application in order to help inform a fundraising ask
- **Copywriting:** complete applications for funding to a target number of charitable trusts and foundations
- **Data:** keep all records updated across our systems, including payment records
- **Reporting:** ensure all reporting requirements for your portfolio are met, including writing evaluation reports that demonstrate impact

Audience giving

Working to the Fundraising Manager & Finance Team, administrate the organisation's audience giving scheme. Tasks include:

- working with Splaat media to ensure the effective implementation of collection systems
- monitoring collection totals and liaising with the Finance Team in record keeping

Communications

Work with the Communications Manager & Foundation Assistant in implementing SSF's communications strategy. Tasks will include:

- **Social media:** creating social media content in line with the organisation's aims and tone of voice
- **Media:** seeking and administrating opportunities for SSF to appear in print and broadcast media
- **Design** - support the Marketing Officer in design for print and online. Use InDesign and Photoshop to create collateral

General

- Edit website content as appropriate for the Income Generation and Communications team

- Actively contribute to the successful achievement of departmental and charity-wide goals
- Support and propose new income generating ideas
- Contribute to the development of a professional working and learning environment within SSF
- Adhere to all SSF policies and procedures with particular reference to Equal Opportunities, DBS checks and Health and Safety
- Actively embody the charity's values
- Carry out all duties in compliance with internal and statutory procedures of the charity
- Report regularly to the Events Manager, the Income Generation and Communications team and Whole Team meetings
- Carry out any other duties as reasonably requested

Person Specification:

You will be highly motivated, organised and enthusiastic individual. You will be confident and ambitious, looking to take on new areas of responsibility and excited by a role where you will be accountable for income generation targets. You will have outstanding communication skills, be able to work alone and in a team. You will show creative flair and a meticulous attention to detail.

Essential criteria:

- excellent written communication skills
- personable, articulate and confident individual, comfortable in advocating for an organisation and liaising with high level stakeholders
- a high degree of flexibility; enjoys working across a range of projects
- strong organisation skills, adept at juggling different tasks and prioritising strategically
- excellent collaborative skills, with ability to form strong professional relationships and a willingness to contribute positively across all teams within the organisation.
- a high degree of independence and ability to take the initiative
- a creative thinker with an entrepreneurial outlook and a proactive problem solver
- an ability to manage budgets and to coordinate, plan and report against target
- strong experience in a previous role in at least one element of sales, fundraising, events or communications, for example in trust applications, working with press or social media strategy
- passionate about the impact of the Foundation's work

Desirable criteria:

- experience in a previous role of more than one element of sales, fundraising, events or communications

- sales experience in an education or arts setting
- experience of fundraising for the arts/young people
- an interest in theatre/Shakespeare
- experience of CRM system, Raiser's Edge

To apply

Email a covering letter (maximum 2 sides of A4) demonstrating how you meet the criteria in the person specification, along with an up to date CV (maximum 2 sides) to Georgie Brehaut at recruitment@shakespeareschools.org by 9am on Wednesday 13th December

Successful candidates will be invited for an interview on Friday 15th December.