



ROYAL  
ACADEMY  
OF  
DANCE

Director of  
Development

July 2022



## Director of Development

With our current Director of Development moving to new position leading Development at the Serpentine Gallery, we are looking for someone with a passion for dance and its ability to transform lives and build communities from our new home. Following our successful capital campaign, which raised over £3m, this is an opportunity for someone with ambitions to lead a team to create transformational growth year on year for RAD's revenue fundraising capacity.

You will be a key member of our Executive Board and will have close working relationships with the RAD's Chief Executive, all Directors of individual departments and trustees and Vice Presidents, reflecting the central importance of development to our ongoing success.

Through our capital campaign we were able to establish a strong network of major donors, and also received significant public funding throughout the pandemic. With this as a foundation, the role will lead a well-established development team in building income across all areas of development in the UK. There is also the opportunity to build international income through the RAD's global networks.

You will also be part of and contribute to a wider team that is passionate about creating a workplace culture that values colleague wellbeing and development.

## Passion and purpose

In 1920 five eminent dance professionals came together with a single purpose, to raise the standards of dance teaching in Great Britain. 100 years later our passion and purpose remain but our ambition is global. From five passionate people our reach has grown to 85 countries and we have 36 offices around the world. Our mission is to inspire the world to dance. We believe that everybody can dance benefit from the health and wellbeing benefits dance offers for mind, body and spirit. Our motto, 'Salus et Felicitas', translated from Latin, means 'health and happiness' and these words continue to inspire us.

## Home for Dance

The Royal Academy of Dance is a global leader in dance education and training. In 2020 we celebrated our centenary and are making important plans for our future, having successfully funded (through an innovative partnership with a developer and a Capital Campaign) a new global headquarters in London. This landmark and ground-breaking project has doubled the size of our building and created state of the art facilities and studios making RAD fit for purpose in the 21st century. It offers enhanced education and training facilities for our students and teachers and our local community; a long-wished for performance space – the 193 seat Aud Jepsen Studio Theatre to showcase our exceptional talent and the new Wolfson Library and archive to house the 7,000 plus collection of books, programmes, manuscripts, letters, photographs and costumes.



## Community

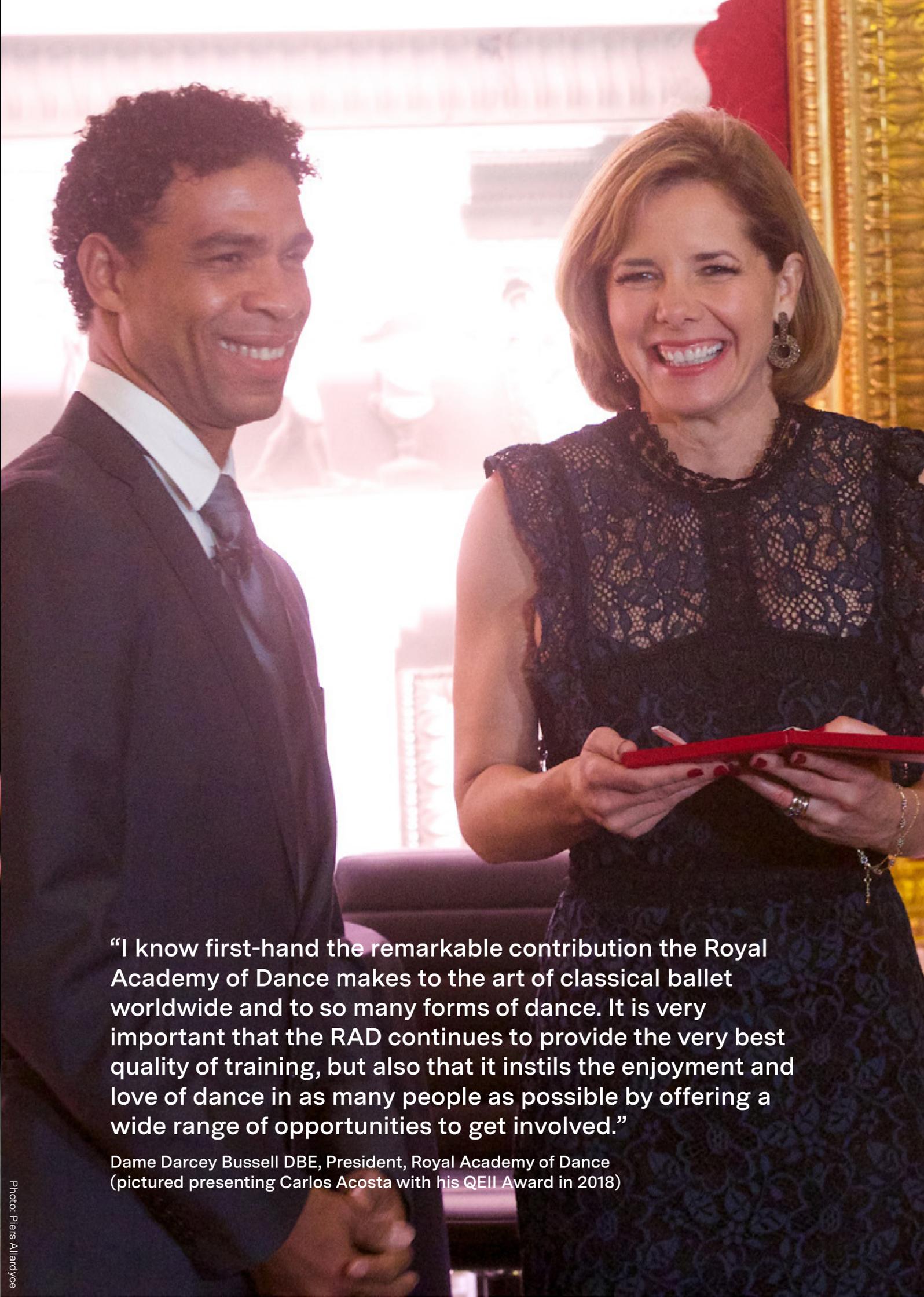
Alongside our work with students and dance teachers, we deliver a range of wellbeing-through-dance initiatives, including Silver Swans, for the over 55s, and RADiate, for children with special educational needs and disabilities, and Step into Dance with schools across London and Essex funded by The Jack Petchey Foundation. We are deeply embedded into the community and are set to expand our community relationships and partnerships through new initiatives for co-creation and co-curation of projects.

## Working at the RAD

We are passionate about providing a workplace culture that values personal development and wellbeing. While time in our accessible London (Wandsworth) office will be required, we operate a hybrid model of in-person and remote working. Staff discounts on dance and fitness classes plus events and volunteering opportunities enhance the RAD experience.

We welcome applications from candidates who are seeking flexible models of working around, for example, caring responsibilities, but envisage that this will be a full-time role. The role will also involve some out of hours working at evening and weekend events, for which time off in lieu is offered.





**“I know first-hand the remarkable contribution the Royal Academy of Dance makes to the art of classical ballet worldwide and to so many forms of dance. It is very important that the RAD continues to provide the very best quality of training, but also that it instils the enjoyment and love of dance in as many people as possible by offering a wide range of opportunities to get involved.”**

**Dame Darcey Bussell DBE, President, Royal Academy of Dance  
(pictured presenting Carlos Acosta with his QEII Award in 2018)**

# Role responsibilities

As the RAD's development lead, with the chief executive, your main responsibilities will lie in setting and meeting organisational development targets:

- Implement and sustain the RAD's current multi-year development strategy, and work towards the creation and implementation of a new multi-year strategy beginning in 2023/4 that aligns with overall organisational strategy;
- With senior colleagues on the executive board and the board of trustees, assessing the RAD's assets and overall plans and ambitions to determine ambitious and achievable development income targets;
- With development team colleagues, create and implement development plans and pipelines across individuals, trusts & foundations and corporate support;
- Building on the success of the RAD's applications to Arts Council England's Cultural Recovery Fund, develop a public funding strategy that aligns with both the RAD's organisational priorities and statutory funders' priorities;
- With the Senior Philanthropy Managers, create bespoke cultivation plans for existing and prospective major donors, in particular building on the RAD's Patrons Scheme, due to launch in Autumn 2022, and associated events;
- Maintain a high-level donor portfolio to support senior philanthropy managers;
- With colleagues in development and across the organisation build 'Theory of Change' models for the RAD's major projects and overall purpose, and develop evaluation methodology and implementation to ensure that funder criteria can be met;
- Take the lead in continuing to position development as central to the success of the RAD and grow the culture and understanding of fundraising across the organisation with executive team colleagues, trustees, president and vice presidents, and supporting them in their interactions with major supporters;
- With the development and marketing & communications teams, oversee the creation of outstanding and engaging development communications, and development messaging across organisational communications both internally and externally;
- Build relationships with international colleagues to extend the RAD's global fundraising reach.



## Management and leadership

As the Director of Development you will manage and nurture colleagues on the development team and contribute to the RAD's overall leadership and culture:

- Manage the development team, ensure that they have clear and achievable criteria for success and manageable workloads, and support their ongoing professional learning and development;
- Contribute to the leadership provided by the RAD's executive board and act as the conduit and guide to the Development team for organisational growth and goals;
- Contribute to organisational strategic planning and business planning with the executive board.



Photo: David Teit

## Financial and governance

Through the chief executive, reporting to the board of trustees on development strategy, activity and performance.

- Provide regular updates to the chief executive and director of finance on development income;
- Contribute to overall organisational financial planning with the chief executive, COO and director of finance;
- Creating and delivering timely income reports for the board of trustees and relevant sub-committees;
- Keep abreast of and advise the chief executive and board of trustees on funding policy, particularly where it affects RAD organisational ambitions and strategy;
- Attending board meetings and sub-committees, and manage the Fundraising and Development subcommittee;
- Manage the development team in their delivery of the department budget;
- Ensure that the RAD is compliant with all legislation pertaining to fundraising, particularly as regards any individual support and international funders.

## Skills, knowledge and attributes

We are looking for an individual who shares our passion for the impact that dance can have on communities and individuals both at our London home, and internationally, and also has the capacity to lead a growing development team that occupies a central role in our organisation.

You will be an advocate for our work with major donors and senior executive and board colleagues, and experience that demonstrates your ability to take on a director-level role and are ready to successfully lead a development function at an organisation of our scale and profile.

We would love to hear from you if you have:

- Experience in a senior income development role in a not-for-profit or similar environment;
- An understanding of the social impacts that culture can bring at an individual, community and international level;
- An understanding of and capacity to contribute to strategic plans and their implementation;
- The capacity to grow and develop a team of individuals working at a senior level in a cultural organisation;
- The ability to demonstrate leadership and interpersonal skills that inspire both those you line manage and senior colleagues and stakeholders, including through the creation of outstanding written communications and through in-person presentation;
- An innovative approach to developing new development income streams, and the ability to contribute thinking to wider organisational income generation;
- An understanding of 'Theory of Change' or similar models of demonstrating a case for support;
- The ability to set and deliver against financial targets.



Photo: David Tett

## Terms and conditions

<b>Contract</b>	Full-time, 34.5 hours per week, permanent role with some flexibility around hours (see above)
<b>Salary</b>	c. £70,000
<b>Reports to</b>	The chief executive, as a member of the executive board
<b>Line management</b>	The position manages a team of six, with three direct reports: Senior Philanthropy Manager Trusts and Foundations; Senior Philanthropy Manager Individuals, and Head of Special Projects and Events.
<b>Leave</b>	25 days per annum, plus 8 days public holiday
<b>Benefits include</b>	Generous pension provision, an Employee Assistance Programme including access to counselling and regular human resource drop in sessions.
<b>Location</b>	RAD headquarters, 188 York Road, London SW11 3JZ
<b>Flexible working</b>	Our expectation is that the post-holder would attend the office at least 3 days per week, with a 'core' office day of Wednesday to facilitate creativity and cross-fertilisation. Some evening and infrequent national/international travel will be required.
<b>Notice period</b>	Following the successful completion of a six-month probation period, three months' notice is required. During the probationary period, one month's notice is required.

# Equality, Diversity and Inclusion

As an equal opportunity employer, we are committed addressing underrepresentation in our workforce and to ensuring within the framework of the law that our workplaces are free from unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, gender (including gender reassignment), sexuality, religion or beliefs, marital status, disability, age, pregnancy or trade union membership, or the fact that they are a part-time worker or a fixed-term employee. We aim to ensure that our employees achieve their full potential and that all employment decisions are taken without reference to irrelevant or discriminatory criteria.

The successful candidate must have the right to work in the UK or be ready to obtain it.

# How to apply

To apply for the position of Director of Development at the RAD, please send a CV and short covering letter in word or PDF format to [victoria@achates.org.uk](mailto:victoria@achates.org.uk). Your CV can include academic qualifications, but not the institutions where they were gained. Your cover letter should be no more than 2 pages and should demonstrate why you have the capacity to take on a role at this level.

Please state if you require any reasonable adjustments to be made with regards to an interview on the email with your cover letter and CV.

## Closing date for applications

- 10.00am, Friday 29 July 2022

## Interviews

- First round (remotely): w/c 8 August
- Second round (in person): w/c 15 August

The second interview will involve a presentation to be submitted in advance and presented in the interview, and an opportunity for an informal conversation with members of the Development team.

If you would like an informal conversation to discuss this role further and find out more about our future plans, please contact our recruitment consultant Matthew Swann at Achates [matthew@achates.org.uk](mailto:matthew@achates.org.uk).

If you require any of this information in an alternative format (e.g. Microsoft Word) then please email Victoria Hibbs at [victoria@achates.org.uk](mailto:victoria@achates.org.uk).





PATRON  
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#HomeForDance

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