

WATERSHED

JOB DESCRIPTION

Job title: Development Manager

Dear Applicant

Thank you for your interest in the above position. Please find enclosed a job description including person specification and terms and conditions of employment. Please consider these carefully and decide whether you wish to apply.

Watershed's first value is ***Inclusive - We are people led.*** *We listen to and engage with the broadest range of people.* This letter lays out some of the steps we are taking to create a more inclusive recruitment process. Many of these steps are new to us, so feedback and questions are very welcome.

Before you apply

We believe our work will be stronger with greater diversity and welcome applications from those who bring difference. Watershed welcomes the whole person to work, and we understand that each of us bring our experiences, our backgrounds and our own unique lens to what we do. Supporting our staff means they are not appointed to represent specific groups or organisation.

You may not have worked in a cultural organisation before, or in an organisation like Watershed. Perhaps you have worked in fundraising but in other non-cultural organisations which would be a very transferable context. If you are from a background that is underrepresented in the culture sector (for example you are from a community of colour, did not go to University or had free school meals as a child), and you would like support to articulate how your experience is transferable to this role, please contact Anne Wong-Erven anne.we@watershed.co.uk or Kirsty Young kirsty.y@watershed.co.uk and we would be pleased to help you think this through.

Timeline

The closing date for all applicants is: **5pm on Friday 19 February 2021**

We will contact all long-listed candidates before: **5pm on Friday 26 February 2021**

In order to broaden the field of candidates, the Watershed team will aim to meet all candidates who meet the basic criteria for a short online interview during the week of **1 March 2021**. This will be an opportunity for you to ask us more about the role, and for us to hear more about your approach.

We will then hold second interviews during the week of **8 March 2021**. Given the current circumstances, we will confirm closer to the time whether it would be possible to hold these interviews in person at Watershed and will send you the list of questions in advance.

Our forms

Please DO NOT include your CV as it will not be considered. Please put all relevant information on your application form.

We are striving to understand more about who applies to work with us. We invite you to complete our anonymous equal opportunities monitoring form, which will not be shared with anyone involved in the recruitment process.



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Watershed will work with candidates to ensure their access needs are met during the interview process and will ensure access requirements do not factor in decision making.

Thank you for your interest in Watershed.

Yours faithfully

Anne Wong-Erven

General Manager, Watershed

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"If Watershed didn't exist it would be necessary to invent it." Audience member

Position: Development Manager

Grade: Permanent, Full time

Responsible to: General Manager

Contacts: All departments at Watershed and external contacts

Background

Watershed is recognised internationally as a leading centre for film culture, for its distinctive talent development and innovation programmes and as Bristol's cultural meeting place of choice. Our mission is to develop cultural engagement, imagination and talent. We are one of few truly cross-art form organisations in the UK, demonstrating a track record of innovation and risk taking for over 38 years.

Since its inception in 1982, Watershed has seen unprecedented growth, and has forged a reputation for championing open access, cultural diversity and innovation. Our focus on inclusion saw us launch projects like Creative Workforce for the Future – designed to change the workplace culture of the creative industries in Bristol, and our sector development programmes – including Film Hub South West, South West Creative Technology Network and Creative Producers International, supported, skilled up and championed talent across the world.

Watershed seeks to be inclusive across all areas of our organisation and are rated strong by Arts Council England. Our Inclusion Working Group features team and board members exploring how we can remove physical, social, economic and cultural barriers to Watershed.

Watershed was thriving before lockdown. Every part of our business was growing, with cinema sales in February 2020 the highest ever on record. We had begun a capital expansion programme to meet rising demand and capitalise on financial opportunity. In 19/20 Watershed's turnover was £5.95 million, a 20% growth in the last five years, but despite a growth in impact and turnover, a loyal and committed audience and a unique reputation for talent development and cross-sector collaboration, our fundraising has not hit its stride.

As we refine and re-fresh our post-Covid business model, we are looking for an experienced Development Manager to craft and deliver a fundraising strategy that reflects Watershed's ingenuity and innovation, and the changed funding landscape.

Joining Watershed at this pivotal time will give you the unique opportunity to lead the vision for fundraising, and contribute to plans for our 40th anniversary in 2022.

Please get in contact with Anne Wong-Erven anne.we@watershed.co.uk if you have questions about this role before submitting an application.

Purpose of Job

As we refine and re-fresh our post-Covid business model, we are looking for an experienced Development Manager to craft and deliver a fundraising strategy that reflects Watershed's ingenuity and innovation, and the changed funding landscape.

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You will be an accomplished fundraiser, able to lead the development and implementation of our fundraising programmes, and have particular expertise in building unrestricted funding to support our core initiatives including talent development and inclusion. Your focus is likely to include major individual donors, Trusts and Foundations, and Business membership/corporate sponsors.

You will be working with the Executive team in shaping and prioritising our development activities across the whole organisation. Initially, you will help adapt our fundraising approach, diversifying and updating our development tools to leverage our audiences and existing individual giving plan, programmes and reputation to deliver immediate financial impact. We would like you to implement a mix of new ideas and proven strategies to elevate our fundraising and we are open to bringing in additional expertise where needed. Over time, we will support you to build a Development team, shaping the department and our future direction.

This role is fundamental to Watershed's continued progress and you will join Watershed's Senior Management Team. You will work closely with the General Manager, Executive team, and a cross section of teams across Watershed including Communications and our Producers to develop new prospects, bids and strategic fundraising opportunities. You will receive the full support and collaboration of colleagues who are both experienced in income generation, and pragmatic about the possibilities.

In the first year you will report to Head of Communications while General Manager is on maternity leave.

Principal Responsibilities

Strategic planning and delivery

Delivery of a strategic fundraising plan that mixes established and innovative methods to leverage and increase Watershed's unrestricted funding. The plan is likely to include the following areas of work, which could include external consultancy but the majority of which would need to be delivered in house:

Individual giving

Establish a joined-up approach to relationship management and individual giving at all levels and ensure workflows are integrated and streamlined.

Major gifts

- Prospect research for high net worth individual donors, which will include the use of the Watershed audience database, publicly available information and other relevant tools
- Maintenance of donor prospects database
- Work with the Executive team on individual donor relationship building plan. The plan may include development of a legacy giving programme
- Create the systems for excellent and effective stewardship of all donors

Audiences (incl. one-off donations, direct debit donations, and cinema seat sponsorship)

- Support for the Communications department to plan and deliver individual giving campaigns from audiences
- Workflow for analysis, acknowledgement and relationship building with donors

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Trusts and Foundations

- Work with Producers to determine programmes or work appropriate for Trust support
- Identify and implement a prioritised plan for trusts and foundations fundraising
- Manage the submission and reporting process of grant applications, including the management of bid consultants (where needed), Executive team input and sign off, revisions, submission, communication, contracting and reporting.

Business Membership and Corporate Sponsorship

- Determine the ongoing viability of Watershed's business membership scheme
- Establish plan for corporate donors at Watershed including benefits package, research prospects and build relationships and campaign.

Key Performance Indicators

- Delivery of an achievable fundraising strategy that responds to Watershed's values, has organisational buy in, and represents good value for money
- Joint agreement on an unrestricted income target to be raised annually by year two
- Fundraising activities are joined up, achievable and well integrated across the organisation
- Consultants are well briefed, managed and are delivering
- Watershed funders feel recognised, thanked and understand the impact of their support
- Clear sustainability of fundraising department with a plan for growth is developed
- Reporting is timely, accurate and informative

Person Specification

Capabilities

- Proven track record in fundraising at a senior level from individual donors, corporates or trusts and foundations, or a combination of these strands
- Experience of planning and preparing meaningful funding approach, and securing major commitments
- Experience contributing to organisations' overall fundraising strategies and delivering against set targets
- Strong interpersonal skills and effective relationship management
- Established experience in developing insights, recommendations and project plans
- Ability to undertake financial analysis, monitoring and reporting of gifts
- Ability to work under own initiative with strong self-management skills
- High level of literacy, accuracy and strong attention to detail
- Embraces and embodies Watershed values.

Watershed Values

The Watershed brand is unique, trusted and respected and is driven by the following shared values which are clearly articulated. Ability to master and represent Watershed's Vision and Values is therefore important.

Watershed is:

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Inclusive	We are people led. We listen to and engage with the broadest range of people.
Open and Honest	We provide a culture and environment that is trusting, trusted and trustworthy.
Make Things Happen	We approach opportunity and challenge creatively, collaboratively and with a can do attitude.
Entrepreneurial	We are inventive, try new ideas, experiment, learn and share.
Celebratory	We celebrate culture, creativity and wonder.

Additional information:

- The post-holder will be required to undertake such other comparable duties as may be required by the Head of Department'.
- Due to the current lockdown requirements, the Watershed building is not open and hours of operation may vary. At full operation, Watershed is open seven days a week, including Bank Holidays (Christmas Day and Boxing Day are the only exceptions). Watershed is a public building, which operates a diverse range of cultural and commercial activities. The post holder will need to be comfortable working in this environment.



Watershed is a Social Enterprise Mark holder. Social Enterprises are businesses whose products and services create both social and environmental benefits.