



Lichfield Festival

Development Manager (Corporate and Individual Giving)

Hours: 16 hours per week

Salary: £24,000 pro rata

We are currently seeking a Development Manager to manage fundraising and income generation for Lichfield Festival.

Lichfield Festival is Staffordshire's leading multi-arts Festival, which is now entering its 38th year. The Festival produces two major events each year: a 4-day Literature Festival in March and a 9-day multi-arts Festival in July. In addition, the Festival runs a year round programme of learning and participation projects.

The Festival has a long-standing history of working closely with funding partners and corporate sponsors to develop mutually beneficial relationships that both support and strengthen the Festival's offer. The Development Manager (Corporate and Individual Giving) will be responsible for maintaining and building on these relationships, and for raising funds with a focus on developing relationships with HNW Individuals and Corporate Sponsors. The annual fundraising target is in the region of £150,000.

You will work closely with the Festival Director, Operations Manager and Board of Trustees to ensure that all development activity is intrinsically linked with the demands of the programme each year. You will also work with Festival staff, volunteers and freelance contractors to ensure that the festival is widely promoted and sponsor benefits are delivered.

You will be joining a small staff team who are ably supported by a large number of dedicated volunteers and a knowledgeable Board of Trustees.

The post will be based at the Lichfield Festival Office in Lichfield, Staffordshire. Flexible working is available.

Closing date for applications is Monday 21st January at 10am.

Further information is available in the Full Job Description and Specification, available at www.lichfieldfestival.org/vacancies.

Please send completed applications to dawn.markwell@lichfieldfestival.org

Person Specification

Essential knowledge, skills and experience

- Highly organised, with the ability to self-motivate and work to deadlines
- Experience and confidence required to develop lasting relationships with corporate sponsors, donors and prospects
- Experience and knowledge of the fundraising or sales sector.
- Demonstrable experience of generating income and working to fundraising or sales targets
- Experience of organising and delivering successful fundraising events
- Good project management skills
- Experienced user of Office applications (Word, Excel, Powerpoint)

Desirable knowledge, skills and experience

- Demonstrable experience of developing successful and creative fundraising strategies
- Experience of working in the arts
- Experience of marketing and communications activity, and an understanding of how this can benefit corporate sponsors
- Knowledge of Lichfield and the surrounding region.
- Full driving licence and access to own car

Personal Qualities

- A warm collaborative team player who is open to ideas with a practical 'can-do' approach to working with limited resources
- Enthusiasm, imagination, innovation, energy and drive
- High personal integrity and commitment

Other requirements

- Willingness to work variable hours during busy festival weeks (March and July), with additional occasional evening and weekend working throughout the year.

Development Manager – Full Job Description

The Lichfield Festival Development Manager (Corporate and Individual Giving) will be responsible for the management and delivery of all fundraising and corporate sponsorship/ individual giving income generation, across the Festival's annual calendar of events and outreach activity.

- Developing relationships with current sponsors and donors throughout the year, offering opportunities and tailored packages to support events through monetary and in-kind donations
- Identifying opportunities to link with new corporate sponsors and private donors, particularly sourcing those who may have specific links to individual events in the annual programme
- Creating sponsorship packages and preparing presentations and proposals
- Completion of sponsorship agreements and contracts
- Ensuring that all sponsors/supporters are appropriately acknowledged, digitally, in print and on site at the event
- Arrange all supporter hospitality, including liaison with caterers, arranging tickets and any special requests
- Delivery of sponsor marketing benefits, supported by the Marketing Officer
- Liaise with PR consultant on the delivery of sponsor PR benefits
- Liaise with the Festival Director on programme content to be able to 'sell' the festival to prospective sponsors
- Responsible for all advertising revenue including selling space within the Festival's booking and souvenir brochures
- Liaise with the Lichfield Festival Association and regularly attend their committee meetings to ensure good communication with the main office
- To implement and develop a legacy scheme
- Co-ordinate community fundraising special events with support from the Operations Manager
- Part of senior delivery team at Festival events including full attendance at the Literature Festival and Summer Festival
- Any reasonable additional duties at the request of the Festival Director, as part of a small hands on team.