

Development coordinator

The Development Coordinator will work closely with Chief Executive to secure new resources and develop partnerships in order to extend our work within and beyond the theatre. The role will always involve liaising closely with members of the senior management team and will develop as the organisation develops. You will therefore be required to display a flexible attitude to your work and contribute to the evolution of our vision.

If you may be interested, please read the following information to help you decide if you wish to apply for the post. The appointment is permanent with a 6 months probationary period – as long as we have funding for it (which you will influence!).

Ayr Gaiety Partnership

Ayr Gaiety Partnership Limited (AGP) is a charity and social enterprise formed in 2009 with aims to advance arts, heritage and culture, education and learning in Ayrshire and beyond. Having moved past our first four years, with its focus on establishing a broad range of activities and refurbishing our main building, we have reviewed and refined our aims to focus on four interlocking and interdependent directions:

- Developing and promoting in Ayrshire the value and role of performing arts and artists, professional and amateur, local and national/international.
- Engaging wider ranges and numbers of people in performing arts in ways that stimulate, challenge, and entertain.
- Improving health and wellbeing through opportunities to engage in performing and other art forms for those who currently have few such opportunities.
- Building employability and the local economy – directly through training, support and enterprise – and indirectly through playing a key role in the regeneration of Ayr and beyond.

Achievements

Re-opening the Gaiety theatre took four years of planning, campaigning and development. In the following four years, since the first performance of Cinderella, we have received backing from performers and theatre makers across Scotland (and beyond) as well as the commitment of our local community. Building on this interest and goodwill, we have put the theatre back on the map and begun the process of using it as a focus for the wider development of the performing arts.

We have brought international artists such as Joan Armatrading and Eduardo Niebla to Ayr, welcomed back Scottish Opera and Scottish Ballet, provided a new stage for The National Theatre of Scotland and Play, Pie and a Pint productions – as well as providing the pure entertainment of Showaddywaddy and Rich Hall.

But from day one we have aspired to be much more than a receiving theatre. So our partnership with local Borderline Theatre Co has led to three 4* productions and a CATS award. Another key partnership with UWS and Ayrshire College has brought musical theatre to our stage, supported developing artists and led to the only fully articulated education programme from school to degree in technical theatre in Scotland. Our strong volunteer base and network of local performing organisations already grounds us in the local community and provides a base for much greater nurturing of local artists in the future. Our established outreach work with older people and young



people around Ayrshire is now complemented by our new schools project, heritage project and our rural touring network – truly placing us at the hub of a network of activity and potential.

Next steps

For the next period we aim to move beyond our early focus on ‘staking out our claim’ and restoring our iconic theatre. We are already well on the road to creating a sustainable organization and we plan to consolidate our position further. Using our improved facilities and growing reach to continually improve our artistic programme is at the core of our forward strategy.

Complementing this we will strengthen links between each element of our wider work and fill in gaps. So we will produce work to fill key gaps in our artistic programme and use this to enable our audience development work to move into a higher gear. Linking together different initiatives to deliver synergy is an important feature of our future plans. We will, for example, be linking together our Act Out work with young people, rural touring network, schools project and technical theatre training to create six to ten local hubs across rural (and economically disadvantaged) South Ayrshire.

In order to do this we need to move our fund raising onto the next stage. We have been successful in securing funds to carry out around £3 million of capital works and we still have capital fund raising goals. Our revenue operation depends largely on ticket sales, other earned income and some funding from Creative Scotland and South Ayrshire Council. Building the revenue funding operation is now critical to enabling us to meet our renewed vision. Our volunteers have a proven track record in organizing fund raising events but do require some support. But the main focus for the staff team will be on funding applications and individual giving. The Development Coordinator will work primarily on these two areas.

Role description

We are looking to appoint a Development Coordinator to work closely with Chief Executive (who leads on development and fundraising). In particular you will, in conjunction with the Chief Executive:

- Develop and implement our overall fundraising strategy;
- Research, analyse and report on fundraising data to support strategy and tactics and research potential sources of funding with a particular focus on individual donors;
- Organise and play a key role in contacting and staying in contact with existing, new and potential supporters;
- Organise and track the progress of fundraising campaigns;
- Develop and submit funding proposals and applications;
- Develop and maintain national and local partnerships and networks to support fundraising and project development work;
- Assist in setting up new projects where resources have been secured; and
- Liaise closely with the AGP senior team, in particular the Marketing Manager, to ensure all development and fundraising activity dovetails with our existing activities and is mutually reinforcing.



You will be expected to work flexibly with a notional 37.5 hour week – which may include considerable evening and weekend working. Your starting salary will depend on experience and between £18,000 and £25,000 – at present overtime is not payable.

You will be entitled to 31 days holiday per year including all statutory holidays: as the Theatre will be open on many of these, you will need to arrange your leave according to the needs of the programme.

Person specification

We are looking for someone who is capable, energetic and ambitious. We believe that a track record in fund raising and theatre will both be useful – so we *think* we are looking for someone who brings some experience of a similar role. But we *know* that we need someone able to demonstrate skills and potential in:

- Clear and engaging writing for a range of audiences.
- Research and analysis.
- Numerical analysis (financial analysis will be preferable too).
- Face to face communication.
- Creative thinking.

We will be looking to appoint someone who can deliver the elements outlined in the role description to high quality and with good humour. We will provide management, training and support but you must be able to work independently and be prepared to take on responsibility.

A relevant degree will be an advantage but our prime focus will be on selecting someone who can demonstrate the practical skills to deliver on the tasks we have outlined.

Application process

If you are interested in the post, please submit your cv with a covering letter stating your current or most recent earnings (if relevant), when you would be available to take up the post and at least two referees who can make an assessment of your technical capability. Please also complete and submit an equal opportunities monitoring form. We strive to be an equal opportunities employer and, if we offer you the appointment we will discuss any actions AGP needs to take to ensure there are no barriers to you functioning well in the post.

The application deadline is 17.00 on Monday 21st August. We will be considering applications as they arrive, so we welcome early submission.

Please email your cv to jeremy.wyatt@ayrgaiety.co.uk You can also email Jeremy to ask for a chat if you wish – in this case please let us have your phone number and a note of when it may be convenient for us to call you. Please note this appointment is subject to final board approval.

AGP Ltd 18/07/17

www.ayrgaiety.co.uk

