

**Director of
Fundraising and
Development
Recruitment Job Pack
May 2024**

**Deadline for applications:
12 noon, Friday 7th June 2024**

**Writing is powerful.
It can change the way
we explore the world,
understand ourselves
and connect with one
another.**

**Writers craft the
stories that shape us.**

DEAR CANDIDATE



Thank you for your interest in joining New Writing North, as our new Fundraising and Development Director.

This is an exciting opportunity to join our award-winning team in Newcastle upon Tyne to support us to grow the work of New Writing North across our core creative programmes and our capital ambitions.

We are looking for someone with a great track record of success in fundraising, who can thrive in a small ambitious team. We will expect you to represent our interests in a range of public and private sector contexts and expect you to be a confident and proactive verbal and written communicator and a skilled networker with a strong track record of relationship building.

We are a mission orientated team that work to a high standard with each other and with external partners and pride ourselves on the quality of our relationships. You will join a warm and welcoming team that has inclusivity and social justice at its heart.

Our working culture is flexible with staff working from our Newcastle office, across the North and from home for some of the week and we are a supportive company with lots of opportunity for personal and professional development.

Thank you for your interest in the role. If you have any questions about the role please don't hesitate to get in contact or join the optional meet the team event. You can find out more about our work on our [website >](#) and [impact pages >](#).

With best wishes,

A handwritten signature in black ink that reads "Claire Malcolm". The signature is written in a cursive, flowing style.

Claire Malcolm, MBE
Chief Executive
NEW WRITING NORTH
claire@newwritingnorth.com

DIRECTOR OF FUNDRAISING AND DEVELOPMENT



£41,600 - £46,800 (pro rata) plus company pension and benefits
Contract: Permanent, part time - three days per week

New Writing North

New Writing North is the creative writing and reading development agency for the North of England. Based in Newcastle upon Tyne, we have produced nationally significant work since 1996. We are a creatively energetic team of 22 staff and creative associates, a registered charity, and a National Portfolio Organisation of Arts Council England.

We develop programmes and activities that support individuals and communities to engage with creative reading and writing both professionally and for pleasure and wellbeing. We help people find their talent, and good writing find local, regional, national, and international audiences.

Our varied annual programme includes the management of major international literary prizes and awards; open-access and targeted talent development programmes; the production of festivals and events; audio development, international writing, and translation projects; young writers' programmes; community-based programmes; writing for wellbeing activities, and the commissioning of new writing for many different forms.

We are about to embark on the development and opening of a new Centre for Writing and Publishing in Newcastle upon Tyne, a major new cultural development for the city and a venture of national significance.

What will the role be like?

You will lead our work in the field of fundraising and development, reporting to the Chief Executive and working closely with the Executive Director of Programmes.

The Executive Team has an excellent record of fundraising and a high level of expertise and achievement in securing funding from the public and private sector. Key to future success will be building up our capacity to bid for funds at scale and developing new strategies for individual giving and relationships with corporates.

You will work closely with the CEO and board of trustees to advance NWN's capital development and revenue fundraising plan. Work on this is already underway and significant consultation and business case development is already in place. You will hit the ground running to lead prospect research and cultivation (across public and private sectors) and to write public and private sector bids.

You will work closely with the Executive Team to lead the development of an annual fundraising strategy. This will include fundraising for our work with young people, festival and events, skills, wellbeing, literacy, and community embedded programmes. You will also support Senior Management Team members to write bids and pitches.

As the New Writing North team is small you will need to be a self-starter, able to manage your own diary and admin, be technically competent and able to engage in a diverse range of conversations and opportunities.

All staff work flexibly. As we expect you to build amazing relationships for us in the North East you will need to reside within the region, to have a feel for how it ticks, and to be a visible representative for the company at a range of events.

JOB DESCRIPTION

Job Information	
Job Title	Director (Fundraising and Development)
Location	New Writing North Offices

Position in Organisation	
Reports to	Chief Executive and is a member of the Executive Team
Key relationships	<ul style="list-style-type: none">• Executive Director (Programme and Impact)• Director of Finance and Operations• Senior Management Team
Responsible for	No direct line management reports
Budget accountability	Small development budget

Overall purpose of the job

The Fundraising and Development Director will lead income and resource generation through development strategies, bidding and relationship building.

This role will require intellectual engagement with the content of our work and exceptional relationship building skills alongside imagination and innovation in approaches to cultivation and resource development.

This is a senior role in an expanding organisation and is closely aligned with our growth and capital development ambitions with the next three years focused on capital fundraising alongside strategic project development.

The postholder will work closely with and report to the Chief Executive, you will also have a close working relationship with the Executive Director (Programme and Impact) to ensure the resources are in place to fulfil our programme ambitions. You will support the charity's trustees to be effective champions of our work.

The post holder will work across the organisation liaising with the Senior Management Team and other staff members to understand our work, develop approaches to fundraising and to shape and deliver bids and applications.

The post holder will also actively develop relationships with external partners, businesses, funding bodies, local and national government and current and future stakeholders.

Development and fundraising will encompass a wide range of relationship building across the private and public sector, strengthening New Writing North's ability to grow and sustain resources.

RESPONSIBILITIES AND DUTIES

Responsibility	% time
1. Fundraising	70%
2. Partnership development and corporate affairs	10%
3. Impact and evaluation management and reporting	20%

Duties required from each Responsibility

Responsibility #1 - Fundraising

- To work with the CEO and Executive Director (Programme and Impact) to identify fundraising needs, opportunities, and goals and alongside the Executive Team to lead on major funding applications and bids for project funding to support the NWN business plan
- To lead an annual fundraising plan and strategy
- To develop and oversee internal systems and processes for researching and identifying funding prospects
- To lead on cultivation of businesses and to represent NWN at useful networks regionally
- To devise strategies and donor management processes and systems for individual givers and high net worth individuals
- To research the development of an endowment strategy for NWN and the Centre for Writing
- To support the Senior Management Team to achieve their departmental fundraising goals through training, mentoring and support with bids and applications
- To lead on a strategy for staff development that enables fundraising at all levels within the NWN team
- To ensure that NWN's digital fundraising and Gift Aid systems are fit for purpose, functioning and promoted
- To lead cultivation events and opportunities and working closely with the Executive Team and trustees to build relationships and to make funding asks.

Responsibility #2 - Partnership Development and Corporate Affairs

- Manage relationships with existing partners and stakeholders in consultation with the CEO and Executive Director (Programme and Impact) and to create and cultivate new partnerships with arts, public, voluntary, private and education sector organisations that will support, extend, and add value to our work
- To represent NWN at appropriate networking events and activities which will extend the profile and potential partnerships for our work and to those that we support
- To negotiate contracts and agreements with a range of partners as required
- To strategically raise the profile of NWN and the change-making work that we do in key sectors, including identifying and submitting to awards that celebrate the contribution NWN makes

Responsibility #3 – Impact and Evaluation Management and Reporting

- To work with the Senior Management Team to gather and write up persuasive case studies and infographics to tell the story of our purpose and impact
- To work with Senior Management Team and Executive Director, (Programme and Impact) to create specific evaluation reports and case studies about our work and utilise them through our marketing and development activities
- To report to and manage the work of the Corporate Communications Sub-Group of the NWN board
- To report to the board on development and fundraising matters and to attend board meetings as required
- To engage with trustees to ensure that all leading NWN are empowered to support external communications and development

KNOWLEDGE, EXPERIENCE AND SKILLS REQUIRED TO DO THE JOB

Area	Essential (required)	Desirable (optional)
Qualifications	A degree level qualification or real- world work experience to match that level of knowledge in our specific area of work	<p>Qualifications and up to date training in fundraising and philanthropy</p> <p>Membership of professional bodies in the fundraising sector</p>
Experience	<p>At least 5 years in role with a similar level of responsibility and/or requiring similar skills</p> <p>A demonstrable track record of successful fundraising and cultivation activities.</p> <p>Exceptional written and communication skills and a confident public speaker.</p> <p>A wide network of regional and national contacts and a developed profile within the arts/literature (or equivalent) sector</p> <p>Strong persuasion and negotiation skills and the ability to represent NWN at a senior level</p> <p>Experience of writing and editing bids, publications and of writing different kinds of documents and proposals</p> <p>Confidence in managing a range of projects with competing priorities and timelines</p> <p>Strong track record of planning and managing programmes of work with a wide range of stakeholders and partners</p> <p>Financial literacy</p> <p>Experience of building and maintaining partnerships at a senior level of industry</p> <p>A high level of knowledge about the public and private funding environment and key policies and laws in this area</p>	<p>Writing, publishing and presenting advocacy reports and materials</p> <p>Established arts/other related sector profile</p>

<p>Skills or knowledge</p>	<p>Ability to work as part of a creative team of people and to contribute to a wide range of work and ideas</p> <p>Effective communication skills</p> <p>Ability to self-motivate and to motivate and manage others</p> <p>Good understanding of Arts Council England's Let's Create Strategy and how NWN's work aligns with it</p> <p>Ability to work independently and manage competing workloads</p> <p>Very strong planning and organisational skills</p> <p>Excellent time management skills</p> <p>Technical ability and confidence with Microsoft Office, databases, social media apps and other communication tools</p>	
<p>Other factors</p>	<p>An interest in contemporary literature and the arts</p> <p>A commitment to the role the arts can play in areas of socio-economic disadvantage</p> <p>A desire to work within a small team of people and to contribute to a wide agenda of work and projects</p> <p>A willingness to travel across the North and nationally when required</p> <p>A willingness to work outside of office hours including on a Saturday when required (NWN operates a Working Patterns Policy to ensure weekly hours are not exceeded).</p>	

HOW TO APPLY

Please see the Information for Candidates section on our [Vacancies page](#) > for more information about our work culture, holidays and benefits.

[Apply online via our website](#) >

To apply for the post you will be asked to upload:

- A covering letter of no more than two sides of A4 which details how your skills and experience meet the job description and which details your achievements
- A CV of no more than two sides of A4 detailing your professional skills and experience
- Two references who can speak to your ability to perform the role (we will take up references if we offer you the post).

Please note that New Writing North uses a blind shortlisting process, so you will need to make sure your name does not appear on these documents.

We have an optional opportunity to meet some of the team before the deadline date. At this informal Zoom event you will also be able to find out more about New Writing North's work and ask any questions you may have about the role.

Key Dates

Meet the team event (optional):

11am – 12pm, Wednesday 22 May 2024

Deadline for applications:

12 noon, Friday 7th June 2024

Candidates notified of interview:

by end of day on Friday 14 June 2024

Interviews:

Friday 21st June 2024 in central Newcastle.

[Register for the Meet the Team session here](#) >