



 cardboard  
**citizens**  
EST. 1991

**DIRECTOR OF DEVELOPMENT AND  
COMMUNICATIONS  
APPLICATION PACK**

## ABOUT US

As a registered charity, Cardboard Citizens uses the power of the arts to engage, educate and inspire those who are homeless, vulnerable, and most disadvantaged; helping them develop essential life skills; and to empower them to make positive life changes. We raise public awareness of homelessness issues, challenge misconceptions and provide platforms for debate.



## ABOUT THE ROLE

We are looking for an accomplished fundraiser or senior marketing and communications manager to lead our Development and Communications team as our new **Director of Development and Communications**. You will join us as part of our Senior Management Team to help us to craft the stories, across our fundraising and communications, that will win the hearts and minds of a broader audience coming together to tackle social issues.

We are seeking an individual who can help us build on recent fundraising success, contribute to expanding and deepening the reach of our programmes, increase the profile of our programmes and work collaboratively and closely with our executive and delivery teams, Trustees, Ambassadors, and partners to strengthen how we communicate the impact of our work to audiences and funders.

The role will be building on a strong base of trusts, foundations, and statutory support, which totals in the region of £1.2 million annually. You will be joining Cardboard Citizens at a critical yet exciting time for the charity, as we look to extend and deepen the reach of our programmes under new artistic leadership, capitalise on our learning since Covid-19, accelerate income from individual and corporate donors, and start to gear up for the next Arts Council National Portfolio round.

We are keen to hear from both accomplished **fundraisers** and **marketing and communication managers** with a wide range of experience.

We welcome applications from those looking to take on their first director-level position, as well as more senior candidates who may be returning to work after a pause in their career or are looking to balance a role with their wider parenting and caring responsibilities.

We can be flexible about how this role can work for you and can offer additional training, contingent on experience. You will be supported to achieve the main duties set out in the Job Description by a strong five-person Development and Communications team.

## EQUAL OPPORTUNITIES

We actively encourage people from a variety of backgrounds with different experiences, skills, and stories to join us and influence and develop our working practice. By taking positive action around diversity (as permitted in the Equality Act 2010) we will guarantee interviews to eligible candidates who meet the **minimum criteria** (the Person Specifications laid out in the Job Pack) and self-identify with any of the following groups that we have identified as underrepresented in ours and the wider cultural sector workforce:

- From an ethnic minority
- Candidates with lived experience of homelessness
- Disabled and/ or Neurodiverse
- LGBT+ candidates

## HOW TO APPLY

To apply for the position of **Director of Development and Communications** at Cardboard Citizens please complete our online application which can be found here:

<https://cardboardcitizens.livevacancies.co.uk/#/job/details/16>

**CLOSING DATE FOR APPLICATIONS** 10.00AM, TUESDAY 8 JUNE 2021

**FIRST ROUND INTERVIEWS** MONDAY 21 & TUESDAY 22 JUNE 2021

**SECOND ROUND INTERVIEWS** TUESDAY 29 & WEDNESDAY 30 JUNE 2021

The form asks you to provide details of your employment over the past 5 years, education, and training and asks you to outline:

- **Why would you like to work at Cardboard Citizens?** (150-300 words)
- **What makes you suited for this position?** (around 500 words; assessed against the Person Specification)

If you require the application form in an alternative format (i.e., Microsoft Word) then please email our General Manager Sayak Mukherjee – [sayak@cardboardcitizens.org.uk](mailto:sayak@cardboardcitizens.org.uk)

If you would like an informal conversation to discuss this role further and find out more about our future plans, please contact recruitment consultant Kane Moore at Achates Philanthropy [kane@achatesphilanthropy.com](mailto:kane@achatesphilanthropy.com)



## TERMS AND CONDITIONS

<b>POSITION</b>	Director of Development & Communications
<b>ACCOUNTABLE TO</b>	Lisa Caughey - Executive Director and Joint CEO
<b>RESPONSIBLE FOR</b>	Development and Communications teams: Communications Manager; Marketing Manager; Development Manager (Trusts & Foundations); Development Manager (Corporate and Individual Giving), Development Assistant
<b>CONTRACT</b>	Permanent; 4 - 5 days per week as preferred by the candidate
<b>SALARY</b>	<b>£45,000 - £50,000 per annum</b> (pro rata) according to experience
<b>BENEFITS INCLUDE</b>	Contributory Pension Scheme; Season Ticket Loan Scheme; Cycle to Work scheme; Equipment and support to work from home effectively; Training and development tailored to your level of experience.
<b>HOURS</b>	30 - 37.5 hours per week, including a daily one-hour lunch break  Office hours are 10am to 6pm Monday to Friday, however we offer flexible working where possible, including around parenting and caring responsibilities  Occasional evening and weekend work will be required, with a time off in lieu system in place
<b>LOCATION</b>	Cardboard Citizens, 77a Greenfield Road, London, E1 1EJ and, from home whilst social distancing restrictions are in place. We are happy to discuss flexible home and office working as restrictions ease
<b>HOLIDAY</b>	25 days per annum pro rata
<b>PROBATION PERIOD</b>	3 months
<b>NOTICE PERIOD</b>	3 months (1 month during notice period)



## **JOB DESCRIPTION**

### **PURPOSE OF THE ROLE**

- To work closely with the Executive Director and Board to:
  - Review and contribute to Cardboard Citizens' overall strategy;
  - Deepen existing and develop new prospects and strategic fundraising to optimise voluntary income;
  - Strengthen how Cardboard Citizens communicates and raises awareness of the impact of its work with and for people experiencing homelessness and from other vulnerable groups by understanding, targeting, and growing audiences for Cardboard Citizens' work.
- To lead and to ensure implementation of strategies for development and communications.
- To work with the team to achieve the organisation's fundraising target (c.£1.2 million across individuals, trusts and foundations, Arts Council England and other public funding sources and corporates).
- To lead the Development and Communications team and be an active contributing member of Cardboard Citizens' Senior Management Team.

## MAIN DUTIES – FUNDRAISING

- Instigate and build donor relations across all strands of voluntary income and at all levels to achieve the annual target;
- To develop prioritised plans for fundraising from target income areas, with a focus on growing support from major individual donors, corporate partners, public campaigns and regular giving
- Build close relationships with core public and trust funders, including key partners such as: Arts Council England, Backstage Trust, Esmee Fairbairn and the Paul Hamlyn Foundation;
- Maintain strong and trusting relationships with existing supporters and to identify, cultivate and pursue new prospective relationships across individual giving, corporate partnerships and trusts and foundations, and to generate new ideas for voluntary income generation;
- Oversee the shaping of considered and compelling approaches and accompanying budgets to all relevant trusts and foundations, statutory bodies, corporates, and major donors, gaining input from Arts, Society, Finance, and wider team members – creating bids which bring to life Cardboard Citizens’ and are aligned to funders’ priorities and interests;
- Lead on and collaborate with the Senior Management and wider staff team on Cardboard Citizens’ next Arts Council National Portfolio Organisation application and, where applicable, future Arts Council grants programmes;
- With the team, to strengthen and develop new corporate partnership and regular giving initiatives and ensure their successful implementation;
- Oversee donor communications across all areas, including print, publicity materials, digital communications, events and reports, ensuring supporters at all levels are cared for and have sustained engagement with our programmes;
- Manage the design and delivery of fundraising events – both in person and online;
- Contribute to embedding evaluation across our programmes in a way that supports fundraising and strengthens our case for support;
- Harness fundraising support and advocacy from our Board, Ambassadors, and other senior volunteers, ensuring they are supported through, for example, developing bespoke materials and arranging meetings and events.;
- To identify and engage with future philanthropic trends and to maintain a strong overview of the current fundraising landscape.

## **MAIN DUTIES – COMMUNICATIONS**

- Lead the delivery and development of our external communications, organisational profile, and public advocacy work, including through digital and social media channels;
- Develop and oversee the implementation of Cardboard Citizens' communications plan, raising awareness of our work amongst our identified target audience groups - students and teachers, theatre practitioners and makers, commissioners and partners, theatre audiences, activists and influencers, funders;
- Support the cultivation of close relationships with Ambassadors, key media editors, journalists, influencers, and wider advocates to grow the profile of Cardboard Citizens;
- In coordination with the Art and Society teams, work to engage new audiences and deepen relationships with current audiences;
- Manage the development and review of high-quality communications materials and assets, including press releases and website content – so we are able to powerfully present the impact and importance of Cardboard Citizens' work externally.

## **MAIN DUTIES – STRATEGY AND LEADERSHIP**

- As a member of the Senior Management Team, to contribute to Cardboard Citizens' short- and long-term strategies and business planning;
- Lead and manage the Development and Communication team, fostering a team culture which centres staff care and wellbeing, collaboration and in which every team members' ideas are valued equally;
- Ensure the integration of the team across Cardboard Citizens and build understanding to improve collaboration with fundraising and communications across departments;
- To act as an ambassador and advocate for Cardboard Citizens extending and deepening understanding of our profile, programme and activities;
- To uphold and embody Cardboard Citizens' company policies, including but not limited to our Equality, Diversity and Inclusion policy, data protection, media, Health and Safety policy;
- Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of Cardboard Citizens.



## PERSON SPECIFICATION | **ESSENTIAL**

1. Proven track record in fundraising at a senior level within the arts or beyond profit sector from trusts and foundations, corporates, individual donors, or a combination of these strands **AND / OR** proven track record in marketing and communications at a senior level within the arts or beyond profit sector;
2. Experience of leading on or contributing to organisations' overall fundraising **AND / OR** communications strategies as part of a senior team;
3. Management experience and experience in training and supporting others to develop their skills;
4. Proven ability in developing and cultivating senior and non-executive level relationships with funders **AND / OR** partners and senior advocates, with the close involvement of Trustees, Ambassadors and other organisational volunteers ;
5. Experience delivering against set targets and preparing meaningful approaches and securing major multi-year commitments of at least six figures **AND / OR** experience delivering considered and targeted high-profile communications and advocacy campaigns;
6. Ability to influence, inspire, and persuade people in written and oral form and to tailor communications to different fundraising or audience groups;
7. Ability to create, manage, and monitor budgets, timelines, and strategic plans;
8. Ability to generate ideas and work on own initiative top identify and leverage fundraising and communications opportunities from new/ existing sources;
9. Commitment and flexibility to carry out varied responsibilities within a small team;
10. A passion for arts with a social purpose, commitment to opening up access and ensuring diversity across the sector and an alignment with the values of Cardboard Citizens.



