

Job Description

Job Title:	Individual Giving Manager	Department:	Development
Responsible To:	Director of Development	Salary:	£34,850
Location:	Pitlochry Festival Theatre, with opportunity to discuss hybrid or home working	Position Type:	Permanent. Flexible/hybrid working options can be discussed.
Working Hours:	35 hours per week, over 7 days which will mostly be worked within core business hours. The Company's core business hours are 9am – 5pm. However, your working hours will be treated as flexible to match the workload and commitments by the Company.		
Key Relationships	Executive team, Senior Management team, donors and members.		
Context	<p>Since 1951, Pitlochry Festival Theatre has been the artistic heart and soul of Highland Perthshire, attracting over 100,000 visitors every year. We're more than just a place to see a show; we're Scotland's leading producer of musical theatre, and the country's only rurally-located major arts organisation.</p> <p>Our purpose is to improve lives by sharing Pitlochry with the world and the world with Pitlochry. Our mission is to create life-changing experiences for as many people as possible through our theatre and our environments. We strive to inspire imaginations, foster new levels of understanding, and nurture well-being, growth, and connection.</p> <p>Pitlochry Festival Theatre's campus now comprises a 538 seat Main Auditorium, a 172 seat Studio theatre as well as our Amphitheatre in the theatre grounds. Our home is a glorious eleven-acre campus that includes the Explorers Garden.</p> <p>More than a place to come and see a show, we offer great theatre and art for all in an inspiring, creative atmosphere.</p>		
Purpose and Key Accountabilities	<p>The Individual Giving Manager is a new position that reflects Pitlochry Festival Theatre's ambition to increase our fundraising capability, particularly for revenue, by securing and growing income from private donors. This role will be responsible for the planning and financial management of fundraising campaigns and the day-to-day operational delivery. They will lead on the recruitment, cultivation, and stewardship of individual donors giving up to £5,000 through campaigns, including the Theatre's membership programme. The Individual Giving Manager will work closely with the Director of Development to develop the strategy for individual giving through one-off and regular gifts, developing fundraising products, and In Memory and legacy promotion. The role includes line management of the Development Officer whose key responsibility is the administration of the membership programme.</p> <p>We are seeking a motivated fundraiser with experience of individual giving, management of donor giving schemes and cultivation strategies, and comfortable in making an ask.</p>		



About us

Our purpose and our values

Our Purpose

We improve lives by sharing Pitlochry with the world and the world with Pitlochry.

Our Vision

Pitlochry Festival Theatre is recognised as the nation's most impactful producing theatre, at home and beyond.

Our Mission

We will create life-changing experiences for as many people as possible in our many communities, through our theatre and our environments.

Our Values

Creative – We inspire and innovate in all our work.

Respectful – We value everyone and treat all with dignity.

Empowering – We enable and encourage others to reach their full potential.

Collaborative – We work together and support each other.

Our Guiding Principles

Place – Pitlochry is our home. We will continue to be inspired by Pitlochry and to celebrate our home through our work here and everywhere that we work in partnership, by sharing what we do 'Inside, Outside and Online'.

People – We nurture our own staff, the creative talent we bring to our stages, our partners, our supporters, and our audiences. We will continue to gather people together through our work and by serving global, human concerns.

Production – We perform at our best when we create theatre and deliver cultural activities related to theatre. We will continue to explore and extend how and where we share theatrical experiences of all kinds, for the benefit of all our communities.

Person Specification

Personal behaviours and style

We are looking for people who share our core values and can demonstrate their commitment to:

- Commitment to Excellence
- Teamwork
- Creativity
- Inspirational sense of belonging
- A nurturing environment

The successful candidate will need to be able to demonstrate the following skills, experience and attributes in both the written application and the interview process:



Pitlochry Festival Theatre | +44 (0)1796 484626
Registered Office: Port-Na-Craig, Pitlochry PH16 5DR
Company Limited by Guarantee: Registered in Scotland SC029243
Regulated by the Scottish Charity Regulator (OSCR) SC013055

Key responsibilities and tasks:

Develop and Execute Fundraising strategies	Recruitment, cultivation and stewardship of individual donors up to £5K to raise funds for the Theatre, predominantly for revenue but also for capital projects.
	Work with the Director of Development to develop, and deliver, the strategy for Individual Giving through one-off and regular gifts.
	Responsible for the development and management of the Theatre's tiered membership scheme, to increase philanthropic support and an uplift in giving from existing members, as well as attracting new.
	Support the development of a major gifts programme by identifying individuals who may be capable of giving at higher levels, and implement personalised engagement plans.
	Promote opportunities for donors to contribute through In Memory campaigns, as well as encouraging legacy giving and long-term impact through giving to the Theatre's Endowment Fund.
Stakeholder engagement	Work collaboratively with internal teams across the Theatre to identify, create and deliver a successful fundraising engagement and stewardship programme, delivered through a series of regular events and written communications that enable audiences to recognise the importance of their support.
	Work with key stakeholders who could help inform Individual Giving fundraising strategies including Trustees, advocates, and existing donors and members.
	Work with colleagues across the Theatre to encourage and support a culture of philanthropy.
Campaign management	Develop compelling fundraising propositions to attract support, particularly for core activity. Roll out fundraising campaigns across various channels including online, social, e-comms, print and on-site.
	Develop effective engagement plans within set budgets ensuring efficient and effective use of resources.
	Research and implement individual giving products, campaigns and appeals, to diversify income from fundraising.
Line Management	Line management of the Development Officer who is responsible for the delivery the day-to-day administration of donor transactions, smooth running of the membership programme, processing of legacies and dedication opportunities.
Financial Planning	Support the Director of Development in reporting on fundraising income and return on investment.
	Manage an expenditure budget for individual giving income streams.
Technology and Data	Through the CRM database (currently Spektrix) maintain excellent donor record keeping, and work closely with colleagues in Box Office and the Finance teams, and reconcile transactions.
	Utilise existing and research new digital tools for fundraising to increase the effectiveness of donor campaigns.
	Collect and evaluate audience insights, to guide strategy and delivery plans for individual giving.



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	Identify individuals with the capacity to increase their support, and set plans for increasing level of giving.
Compliance and ethical standards	Ensure all fundraising activities comply with relevant laws and regulations, and upholds the highest standards of ethical fundraising and best practice. Keep abreast of any updates and implications on practice.
	Ensure compliance and effective implementation of VAT and Gift Aid across donations and giving schemes.
	Promote transparency and accountability in fundraising efforts to build trust among stakeholders and supporters.
Health and Safety	To support the Executive Director, as Chief Executive of the organisation, in their legislative duties under the Health and Safety at Work etc. Act 1974.
	Attend training as required to update knowledge and skills, and to be able to comply with relevant statutory requirements to a high standard.
Other	Support the wider objectives of the fundraising team to help facilitate income generation and fundraising.
	Participate in Theatre events including when these are held in the evenings, and at weekends.
	Support the Theatre in meeting organisational aims and ambitions for its environmental impact.
	Work to develop individual knowledge, skills and behaviours for the current role and for the longer-term.
	Reflect the Theatre's purpose, mission and values through everyday practice in the role.



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Requirements	Essential	Desirable	Assessment Method
Qualifications and Knowledge	Knowledge of data protection and the Fundraising Codes of Practice		Application / Interview
		Educated to degree level or equivalent practical experience.	Application / Interview
Experience	Proven success in achieving financial targets.		Application / Interview
	Demonstrable fundraising experience relating to individual giving.		Application / Interview
	Experience of preparing fundraising budgets.		Application / Interview
	Experience of building effective relationships.		Application / Interview
	Demonstrate use of data to inform strategy and optimise campaigns, and to identify individuals capable of increasing their support.		Application / Interview
		Experience of fundraising across the breadth of individual income streams, including developing fundraising products, legacy and In Memory giving.	Application / Interview
		Achieved multi-year commitments from funders	Application / Interview
		Secured gifts of up to £5K.	Application / Interview
		Line management experience.	Application / Interview
Skills and Abilities	Ability to look for opportunities, internal and external, matching donors to funding propositions.		Application / Interview
	Outstanding and persuasive written and spoken communication skills, used to create compelling fundraising propositions.		Application / Interview
	Proven ability to demonstrate initiative and think creatively.		Application / Interview
	Excellent attention to detail		Application /



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			Interview
	Ability to prioritise own workload		Application / Interview
	Proficient user of CRM systems and Microsoft Office.		Application / Interview
Personal qualities	An affinity for the purpose and work of the Theatre and a passion to play a key role in shaping and achieving the Theatre's success.	An understanding of the Theatre's role within its wider communities	Application / Interview
	A motivated person who is excited by the challenge of expanding a fundraising function in a successful company.		Application / Interview
	A team player, able to work productively with others and nurture relationships with internal and external stakeholders.		Application / Interview



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