

ENGLISH TOURING OPERA

Opera that *moves*



Head of Development and Operations
Recruitment Pack

About ETO

For over 40 years, English Touring Opera (ETO) has held a unique place in the opera industry as the only mid-scale touring company offering regional venues, and thousands of audiences, outstanding live productions and impactful Learning and Participation projects, across a significant national footprint.

At the heart of our ethos is a commitment to touring ambitious programmes of high-quality, innovative, and unjustly underperformed opera that engages and inspires audiences. We reach over 40,000 people every year through five mainstage productions of ambitious, high-quality, opera. Touring across the largest geographical reach of any UK company, from Truro to Perth, ETO serves over 20 towns and cities with severely limited access to other live performance.

ETO's award-winning Learning and Participation Programme annually engages over 12,000 children and adults nationwide through two specially commissioned operas for children and young people with special educational needs, a series of creative workshops for people with dementia and their carers, and more than 70 workshops for people of all abilities and ages.

ETO has earned a longstanding reputation for producing exceptional work. Recent awards include WhatsOnStage 'Best New Opera Production' (2017), Oliver Award 'Outstanding Achievement in Opera' (2014) and nominations at International Opera Awards (2019) and Young Audiences Music Awards (2020).



Plans for 2022 and beyond

Following two seasons of digital work during the COVID-19 pandemic, ETO returned to live audiences in autumn 2021 with a UK tour of Handel's *Amadigi* and a school's tour of the newly commissioned show *Back into the World*. Spring 2022 was one of ETO's largest tours to date, with two theatre-based shows (*La bohème* and *The Golden Cockerel*), a concert tour (*St John Passion*), two education shows (*Paper and Tin* and *How To Find Your Name*) and a digital co-production with Little Angel Theatre of *The Firebird*, based upon the poem by Michael Rosen.

In summer 2022, the company is joined by Robin Norton-Hale as our new General Director. The coming 12 months will be an exciting period of change and reinvention for the company as we embark on Robin's new vision and realise our organisational ambitions to bring opera to everyone across England, it's a great time to be joining the company.

Autumn 2022 will see an exciting start to ETO's 'festival model' autumn tours, with a trilogy of Handel operas – *Agrippina*, *Ottone* and *Tamerlano*, which will tour through October and November 2022. Alongside there will be a series of musical workshops for school age participants, and a newly commissioned opera in celebration of the centenary of Howard Carter's discovery of the tomb of Tutankhamun. Spring 2023 will see a revival of one of ETO's famed productions, *Giulio Cesare*, alongside new productions of Donizetti's *Lucrezia Borgia* and Rossini's *Il viaggio a Reims*.

ETO's Learning & Participation department are committing to delivering even more work that supports the aims of Arts Council England's Let's Create strategy for building a creative and cultural country. Alongside our existing national tours of shows for younger audiences, this will include 3 large scale community operas and a series of workshops delivered nationally to local authorities identified as Levelling Up areas.



Context

English Touring Opera is recruiting a dynamic fundraiser, strategist, team-builder and opera lover.

This new role will work closely with ETO's new General Director, leading on all fundraising, on strategic communications and on building and supporting a high-achieving and happy staff team. We are seeking a creative, innovative, and self-motivated individual with the experience and passion to sustain and increase ETO's fundraised income and maintain and develop our crucial relationship with Arts Council England. The role will also oversee HR for the organisation, so we want to hear from managers who can demonstrate their commitment to nurturing and developing staff.

ETO is part of ACE's National Portfolio, receiving £1.74M annually in the 2018-2022 funding period.

The Head of Development and Operations will hold a key position within ETO's senior management team working closely with the General Director and will lead the work of the Development department, managing a Development Manager who focuses on Trusts and Foundations and a Philanthropy Officer who works with our individual supporters.

The role will also work closely with the Marketing and Communications Manager to deliver all ETO's public facing and strategic communications.

The Head of Development & Operations will be the HR lead for the organisation, including delivering ETO's Equality, Diversity & Inclusivity action plan. We have an ambition for ETO to become an example of best practice for recruitment, employee development and well-being of employees and freelancers, and this new role is crucial to enabling us to deliver this.

We particularly encourage applications from disabled people and people from Black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector.

The role

Job Title:	Head of Development and Operations
Line Manager:	General Director
Salary:	£45,000-50,000 per annum, Full Time, commensurate with experience.
Direct reports:	Development Manager Philanthropy Officer Marketing & Communications Manager

Key Relationships

- Producer
- External Publicist
- Board of Trustees
- Development Committee
- Head of Finance

Key responsibilities

Income generation:

- Lead the strategic development and increase of our voluntary income streams, with a target of increasing our £500k fundraised income per year by 50% in the next 4 years.
- Manage the operational delivery of voluntary income streams
- Line-manage and support the work of Development department whose focusses are on ETO's Trust and Foundation relationships, and Individual Giving fundraising.
- Work with the Head of Finance to ensure financial targets are represented within the company's budgets.
- Set, manage, and report on the budget for expenditure within the Development Department.
- Ensuring that ETO's commitment to ethical fundraising is upheld and potential reputational risks are identified and assessed thoroughly.
- Report regularly on progress against targets to the ETO Board.
- Ensure compliance with GDPR in relation to data gathered from and about ETO's donors and donor-prospects, and compliance with tax and Gift Aid legislation related to fundraised income.

Arts Council England (ACE):

- Alongside the General Director, manage our existing relationship with ACE (presently

£1.74M per year) to ensure all reporting deadlines are met and our ACE Officer is regularly updated.

Trusts & Foundations:

- Support the Development Manager in making strategic relationships to hit ambitious targets.
- Define our case for support and work with the Development Manager to deliver applications for project and multi-annual funding opportunities.

Donors:

- Liaising with ETO's Board and supporting the Chair of the Development Board to motivate maximum engagement in fundraising;
- Steward existing relationships with high-net-worth (HNW) individuals and work with the Philanthropy Officer to ensure the continuation of relationships with existing and new supporters.
- Devise HNW/gala events to attract new members and support fundraising.

Membership Program:

- Manage the fulfilment and development of our existing Membership Program with the aim of promoting it throughout our annual tours and increasing income received from it.
- Corporate Sponsorship:
- Identify and seek out prospects to meet the target of achieving £50k per year, by 2024.

Marketing and Communications:

- Line manage the Marketing & Communications Manager and support them in the oversight of the company's sales and marketing efforts for each tour.
- With the General Director and Marketing & Communications Manager, shape the company's communication and media strategy, building a strong and diverse network of relationships across the country.
- Support the Marketing & Communications Manager in relations with external PR firms.
- Drafting press copy/press releases and articles for use in advocacy, funding bids/reports, newsletters and online.
- Leading, alongside external PR support, ETO's public response to major/significant events, whether exclusively ETO-related or national/regional news items.
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Operations:

- Lead on Human Resources for the organisation, including recruitment, retention, employee development and well-being.
- Act as the main contact with our 3rd party HR provider (BrightHR).
- Manage the Equality, Diversity & Inclusivity (EDI) sub-committee of trustees and support their work in achieving milestones and targets against our action plan.

- Keep company policies up to date and work with the EDI subcommittee, and the full Board of Trustees, to maintain good governance implementation of these policies.
- Oversee the Guardians scheme.
- Attend board meetings as required by the General Director.

Essential criteria

- A passion for the arts, music and ETO's mission;
- Self-motivated, goal-oriented approach;
- Significant experience of working in charitable fundraising and of asking individuals and/or organisations for donations or grants directly and with confidence;
- Excellent written and verbal communication skills;
- Highly numerate and able to create reports presenting a variety of financial data (e.g. budgets, financial forecasts) and interpret company accounts;
- Outstanding interpersonal skills, with the ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy;
- Curious, and informed of new trends in the fundraising and press sectors;
- A methodical approach and eye for detail;
- Well-organised, enjoy working both independently and as part of a close-knit team, managing a varied workload;
- Committed to Equality, Diversity & Inclusion
- Experience of management;
- Knowledge of UK GDPR, tax and Gift Aid legislation in relation to fundraising practices;
- Knowledge of the UK arts sector (within that, knowledge of the performing arts in general and opera in particular would be a particular advantage);
- Experience of external publicists, building relationships with press outlets/journalists/critics and delivering a press strategy;
- Experience of using SMART targets to measure performance.

Desirable criteria

- A good working knowledge of opera;
- Professional experience with a touring production company;
- Professional experience at a receiving/producing venue;
- Ability to demonstrate where you have achieved income growth in your previous role(s);
- A proven ability to represent an organisation well, upholding its values, pursuing its interests and sharing information with external parties responsibly;
- Experience of reporting to a charity Board.

Team competencies, expected of all ETO staff

Efficiency

- Using time and resources well

Innovation

- Keeping an open mind
- Identifying opportunities to try new ideas
- Problem solving - identifying problems, analysing their cause and proposing clear solutions

Articulacy

- Reporting information accurately, in an appropriate level of detail, at the right time
- Choosing appropriate mode, tone and register for each context

Cultivating external relationships

- Contributing to honest, effective communication and mutual support within the team
- Sharing challenges and celebrating achievements
- Owning mistakes

Resilience

- Responding to challenges constructively
- Working well under pressure
- Adapting to new circumstances

Numeracy

- Managing financial and/or statistical information accurately and efficiently
- Being able to identify anomalies or inconsistencies quickly and correct or adjust as necessary

Employment details

Contract Type:

Permanent, full time position. The normal working week includes seven paid hours a day, five days per week (a one-hour lunch break each day is unpaid), Monday to Friday. Normal office hours are 10am-6pm Mon-Fri, though earlier start/finish times will be considered. Some evening and weekend work will be required.

Salary: £45,000 - £50,000. Commensurate with experience.

Proposed Starting Date: September 2022

Probationary Period: 6 calendar months

Notice Period: 1 month during the probationary period; 3 months thereafter

Hours: 5 days per week. Normal office hours are 10am - 6pm Monday to Friday. Evening and weekend work will be required

Holiday Entitlement: 20 days per annum, pro rata, plus Bank Holidays; rising to 25 days p.a. after 2 years' service

Location: ETO's office is on the campus of Mountview Academy of Theatre Arts, Southwark, London. The office/home working pattern is currently split 3:2. Tuesdays and Thursdays are office days, with the third day at your discretion to meet the needs of the business. This is being continually reviewed and full time office working may be a requirement. Travel in the UK to our touring venues will be required for this role.

Pension: Employees are automatically enrolled into ETO's pension scheme (managed by Royal London), to which ETO will contribute 4% and the employee will contribute 4% of salary, starting with the first salary payment. (Contribution rates and other terms and conditions of the scheme may change. Employees have the right to opt out of the scheme.)

Application process

Please email your CV (max. two pages) and a covering letter (max. two pages), outlining in detail why you are applying for the role and how your skills and experience make you a suitable candidate, to **admin@englishtouringopera.org.uk**. Applications without a covering letter will not be assessed.

If you would like to submit your cover letter and submission of interest in a non-written format, please submit a video or voice recording (or link to one). Please ensure these are no longer than 5 minutes.

Please also fill in the equal opportunity monitoring form, which will be anonymised, stored separately from your application, and will not be considered as part of it: **<https://forms.office.com/r/HBwsqp5VLN>**

Please quote HEAD OF DEVELOPMENT AND OPERATIONS APPLICATION in the subject of your email and outline your availability on the proposed interview dates. Please include contact details of two referees. If you have any questions about the role or the application process, please email Robin Norton-Hale at the email address above.

Closing date

Please submit applications by 10.00am on Monday 29 August. First round interviews will take place in the week of the 29th August. Please make your availability on these days known to us in your application and whether you have any accessibility requirements.

General Data Protection Regulation 2018 (GDPR)

You may be familiar with the EU General Data Protection Regulation (GDPR) which came into effect in May 2018.

The data you provide as part of your application will be held securely – in accordance with GDPR – and accessible only to those involved in the recruitment process. It will not be used for any other purpose.

Once the recruitment process is over, should you be unsuccessful your data will be stored for a maximum of 12 months, then destroyed. If you are appointed, your application form will be retained and form the basis of your personnel record. By applying, you give your consent to your data being stored and processed in this way.

If you complete an Equal Opportunities Monitoring form and include it with your application, you consent to the information you provide in it being stored anonymously and processed exclusively for the purposes of Equal Opportunities monitoring.

ETO's full privacy notice can be found on its website here:

<http://englishtouringopera.org.uk/privacy-policy/>

