



FUNDRAISING AND DATA OFFICER (PART-TIME) - Application Pack

**Uniting through creative experiences to explore an
ever-changing world and our part in it**



Purpose of Role

Unity Theatre are looking for a passionate Fundraising and Data Officer to support the delivery of Unity's fundraising strategy and ensure our databases are up-to-date and used effectively to communicate with audiences and donors.

The role is part of Unity's Business Development Team, which is responsible for Marketing & Audience Development, Digital, Fundraising (Giving & Sponsorship) and Box Office. Supported by a team of 4 other permanent staff-members, this new role will help implement and administer Unity's fundraising strategy, working on specific projects and events and providing support across all potential sources of income. The role will also be responsible for the maintenance of Unity's database.

We're looking for a team member with excellent verbal, written and digital communication skills, who is confident working with online systems and is able to communicate Unity's mission with enthusiasm and excitement.

We are absolutely not expecting you to arrive as an expert in everything, but we'd love you to be open to learning and growing with the role, and eager to gain new skills and experience.



Unity's Mission

Unity has, for over 40 years, been the home of innovative performance, emerging talent and artists with a strong social identity in Liverpool.

Unity is an arts organisation that provides space and opportunity for people to be creative, enjoy high-quality entertainment, and celebrate the communities of Liverpool. We work together to inspire creative risk and achieve a more fair and accessible world. Unity can be experienced in our iconic building, out in the city and online for as many people as possible to enjoy.

“I’ve never felt intimidated. I’ve never felt like I didn’t belong. I think Unity really understand that without artists, it’s just a building.” - Grace Gallagher – Ugly Bucket Theatre (pictured)

Role Details



Role: Fundraising and Data Officer (Part-Time)

Location: Liverpool (Flexible Working)

Contract: Permanent

Application Deadline: Friday 19th August, 10am

Interviews: Interviews will take place on Monday 22nd August (Online or at Unity)

Salary: £22,000 pro-rata (£10,853 actual)

Hours: 2.5 days / 18.5 hours per week. Unity are flexible in how the post-holder distributes their hours across a week / month. The post holder may be required to work occasional evenings and weekends.

Pension: company pension scheme available

Annual Leave: 25 days per holiday year pro-rata (1st April – 31st March) plus statutory English bank holidays

Notice Period: one week during probation, one month thereafter

Coach: Business Development Manager



Main Responsibilities

- Manage day-to-day communication with members, patrons and sponsors including regular activity updates, thank you materials, invitations to events and donation renewals.
- Be the first point of contact for Unity supporters, coordinating the Unity Circle Supporters database and inbox, directing and responding to external emails
- Document and maintain current and prospective supporters in Unity's new CRM database system.
- Work with the wider Business Development and Marketing Team to ensure all data on Unity's CRM database system is uploaded and tagged correctly and securely
- Generate audience and fundraising reports from the CRM database system to inform activity



Main Responsibilities

- Support with preparation of funding applications and pitches
- Attend external events as a representative for Unity, networking with current and potential new givers
- Work alongside Unity's Marketing Campaign Lead and Unity Online Lead to generate a strong public presence for our supporter campaigns
- Work with the Business Development Manager to identify and consistently communicate with potential corporate supporters
- Support the Business Development Manager with monthly income reporting for the Board of Trustees
- Support the Business Development Manager with audience data reporting for core funders including Liverpool City Council and Arts Council England

CRM = Customer Relationship Management. A CRM system helps manage customer and fundraising data. It supports sales management, delivers actionable insights, integrates with social media and facilitates team communication.



Team Objectives

- Share high quality creative experiences with Liverpool audiences
- Develop local artists, ensuring diverse Liverpool artists succeed onto national stages
- Platform and celebrate local communities, developing long term meaningful relationships and offering creative opportunities for participants and audiences
- Contribute to an understanding of the need for an accessible, supportive society
- Ensure long-term financial viability with a model that sees continued growth in commerciality, partnership work; is applicable for Government subsidy, flexibly responds to changes, and further diversifies income streams

Person Specification

*essential

- Experience of keeping lots of different groups and individuals updated in a manner suitable for them*
- Experience working on multiple projects *
- Experience using and updating a database of contacts to effectively communicate with audiences *
- Experience of administrative tasks including pulling together information for reports, developing presentations and keeping team members updated with project development *
- Experienced copywriter and communicator *
- Experience growing income *
- Experience using a CRM system
- Experience using a Box Office system
- Experience using an e-newsletter system such as DotDigital or Mailchimp
- Experience understanding and contributing to financial reporting



Skills

- Confident attending events and representing an organisation publicly*
- Ability to communicate an objective with clarity and enthusiasm, and pitch for money with confidence*
- Exceptional verbal and written communication skills*
- Confident using digital collaboration tools including project management systems, customer management systems, email and social media*

Personal Attributes

- An organised planner with attention to detail
- Team Player
- Positive can-do attitude
- Proactive and flexible
- The ability to prioritise and to meet deadlines
- Strong interpersonal skills
- Personable and empathetic
- Collaborative working style



How To Apply

Thank you for your interest in this role. We hope you have found the above information a useful starting point.

To apply for this role, please send your CV to info@unitytheatre.co.uk and complete the equal opportunities form on our website.

Before applying please ensure you have read the information pack below. If you have any questions about the role ahead of application please email info@unitytheatre.co.uk and we will happily respond.

If sending a CV isn't your preferred method of applying, please feel free to send in a 2 minute video or arrange a phone-call using the same email address as above. If you need support completing your application please email artists@unitytheatre.co.uk and we can arrange this.

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Thank you and we look forward to receiving your CV.