

RAMBERT

CAMPAIGN LEAD



RECRUITMENT PACK



Peaky Blinders: The Redemption of Thomas Shelby. Photo by Johan Persson

What if...

there was a dance company where brilliant and daring people could show up and be supported to push themselves to move the world forward...

Welcome to Rambert

We believe that to give brilliant and daring people the chance to inspire others is to give them the power to change the world for the better. As one of the world's most diverse dance companies, we make dance that is awe-inspiring, adventurous, dynamic and relevant, and take it to our neighbourhood, the nation and the world.

We want to hear the most exciting and radical ideas wherever they may come from and to connect with audiences and participants from all backgrounds. Through performances, dance and wellness classes and courses for people of all ages and abilities, we want to ensure we are inspiring, engaging and relevant to everyone.



We create dance shows that tour to large scale (1000+ seat) venues.

We're actively building and serving a community of followers and supporters we're cultivating online at [RambertPlus.com](https://www.rambertplus.com) where as well as a subscription with hundreds of online classes and live performances we offer free membership to view dance films, behind the scenes, dancer interviews, podcasts, playlists and other inspiring content.

Under the leadership of Rambert's Chief Executive, Helen Shute and Artistic Director Benoit Swan Pouffer, we're setting ourselves ambitious goals trying new things, finding new ways to give people inspiration, ambition and belief.

Rambert strives to be an inclusive organisation that promotes diversity and equality of opportunity. Our aim is to create a truly inclusive organisation that reflects a society where everyone can thrive, have a sense of belonging, and be themselves. We aspire to achieve our cause through anti-discriminatory and anti-racist means and accept this is a journey we need to continually reflect and build on. To that end, we aim to drive inclusion, eliminate harassment and victimisation while working to advance equality of opportunity through all our processes from recruitment and operations through to the delivery of our public engagement and performances.





Welcome

Thank you for your interest in the Campaign Lead role.

It's always an exciting time at Rambert. Alongside a programme of world-class contemporary dance on stage and screen, we recently premiered a major new large scale production *Peaky Blinders - The Redemption of Thomas Shelby*, reaching 100,000 audience in the UK in its first tour and now performing worldwide. We have launched new ventures Rambert Plus, our digital channel and online class subscription service and an Ofqual accredited syllabus Rambert Grades (in partnership with Rambert School) poised to reach 1000s of young dancers worldwide. We have launched a new co-working space in our award-winning architect designed headquarters on London's South Bank and have a growing programme of participation projects co-designed with the communities we serve around the UK.

We seek to balance our reliance on public funding with the commercial potential in our building, productions and new ventures. Alongside this we seek to demonstrate Rambert's credentials as a champion of inclusion, relevance and responsibility to our communities and the environments they live in.

Rambert is an award-winning organisation, working with the world's best choreographers and dancers, and alongside them we need an exceptional management team who ensure we create work to the highest possible standards and do it in the best possible way. How we do things is as important to us as the



work itself.

In this pack you will find:

- Background information on Rambert
- The job description and person specification
- The conditions of employment
- Information on how to apply

Further information can be found on our website www.rambert.org.uk. If you have the skills, experience and attributes and believe in what we're setting out to do, I look forward to hearing from you.

Helen Shute

Chief Executive/Executive Producer



Governance, Staffing and Finance

Rambert (trading as Ballet Rambert Ltd) is a registered charity, and a company limited by guarantee. We are overseen by a non-executive board of Directors led by Dame Sue Street, who was appointed as Chair in January 2019. Day to day management of the company is delegated to the Executive Team led by the Chief Executive/Executive Producer, Helen Shute. Ballet Rambert Ltd is part of the Rambert group of companies comprising Rambert Trust Ltd and Rambert Productions Ltd.

We have two joint ventures with Rambert School: Rambert Grades and a trademark holding company.

Rambert maintains a permanent company of c. 20 world-class contemporary dancers, a fixed term junior company Rambert2 (currently paused) and a committed and dynamic staff of c. 35 who deliver the company's programme. We engage freelance artists on a regular basis, including musicians who accompany performances around the UK and internationally, and a faculty of dance artists who deliver our community and participation activity.

Rambert aims to create a programme that is artistically adventurous and ambitious whilst being financially and environmentally sustainable.

Our work is funded through national portfolio organisational (NPO) grant income from Arts Council England; box office income; fundraising from trusts, businesses and individuals other earned income including commercial hires of our enviable building, and theatre tax relief (TTR).

Our turnover for 2024-25 is forecast to be in the region of £5-6 million.



Our Brand

To be successful, brands need to communicate their cause and promise – then deliver on that promise every time someone comes into contact. Rambert has invested significant energy into developing a brand model and brand strategy. This model helps us live up to our values and informs how we communicate them. Everything in the model can be evidenced but is also aspirational. It describes us on our best days – the version of ourselves we would like to be more of the time.

The brand is central to our Audiences strategy but also everything we do, from commissioning, participation and community programmes, marketing, and fundraising to our House Rules, recruitment, and staff appraisals. Please think about how you could contribute to this promise if you came to work with us.



HOUSE RULES

- Everything starts with diversity and inclusion
- Always believe it can be better
- Take us with you
- We trust each other
- Look after yourself so you can look after others
- We respect and take responsibility for our planet and its people
- Don't look back but remember where you come from
- To be superhuman, you need to be super human

IT'S YOUR MOVE.



CAMPAIGN LEAD



This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.



CAMPAIGN LEAD

BACKGROUND INFORMATION

Rambert is a National Portfolio Organisation of Arts Council England receiving £2.1m in annual funding. Rambert's Development team currently raises circa £800,00 each year through additional public funding, Trust & Foundations, corporate partnerships, donations from individuals and via events. As we approach our centenary in 2026, we recognise there is an exciting opportunity to use this milestone birthday as a catalyst to achieve even greater fundraising returns. We are framing a campaign around the Centenary to raise £2 million over a 30-month period (April 2025 to September 2027). The 2025/26 annual target is £822,000, the 2026/27 annual target is c.£910,000.

The Campaign Lead at Rambert will play a pivotal role in driving the organisation's ambitious fundraising efforts in this area, managing substantial and exciting projects for high-value fundraising asks. The role's primary responsibility will entail overseeing the Centenary Campaign, incorporating all raised income at Rambert between April 2025 and September 2027.

The Campaign Lead will design and implement an integrated fundraising strategy which focuses on delivering high-value philanthropy and partnerships to support the organisation's long-term financial goals. This will involve managing a diverse portfolio of individual donors, major gifts, corporate partnerships, and special events, while also working closely with Rambert's leadership and Board to identify new prospects and deepen existing relationships.

At Rambert we want to hear the most exciting radical ideas, wherever they may come from. This means that we are not afraid to do things differently. This role is an exciting opportunity for a motivated fundraiser to test new ways of working in an exciting and demanding role, blending leadership, strategic thinking, and hands-on fundraising experience.

Accountable to: Development Director/ Deputy Chief Executive
Accountable for: Development Coordinator
Key Relationships: Board members; Chief Executive; Artistic Director; Chief Executive/ Executive Producer; Deputy Development Director (Strategic Funding); Head of Trusts and Foundations; Chief Operating Officer; Senior Marketing Manager; Director of Producing; Deputy Director of Audiences (Participation and Community); Executive Assistant;

Key Accountabilities

Fundraising

- Build relationships with supporters of our work, creating your own portfolio as well as working with our committed influencer network and board to identify and convert new supporters.
- Oversee individual income streams, including Major Gifts, Commissioning Council, Patrons, Regular Gifts, Annual Appeals, and Legacies. Your challenge will be to grow this from £200,000 to £300,000 annually by 2027, this increase is worked into projected budgets.



- Lead on the acquisition of new Major Gifts (£25k+) and high-value corporate partnership opportunities, diversifying income to ensure sustainable fundraising.
- Hold a personal portfolio of high value relationships, cultivating and maintaining strong relationships with donors and businesses, building a new creative and robust stewarding programme to communicate impact and maintain their engagement.
- Collaborate with the Audiences team to create compelling materials utilising engaging case studies to drive fundraising activities and donor engagement.
- Work closely with the Deputy Development Director (Strategic Funding) and Head of Trusts and Foundations to identify individual or corporate prospects where there is a crossover, and devise stewardship plans to effectively manage donor relations.

Campaign Strategy

- The centenary campaign will be a key focus, and you will frame it, manage it, and ensure its successful delivery. This includes setting fundraising targets, shaping the narrative, and working closely with other teams to ensure its integration across the organisation.
- Design and execute an individual giving and corporate partnerships strategy that aligns with Rambert's long-term goals, especially focusing on the Centenary Campaign (raising £2m from April 2025 to September 2027).

Events

- Lead the development of special events, from gala-style performances to more intimate, high-profile engagement events, which directly contributing to the fundraising goals.
- Devise and implement a programme of events across the year to engage existing supporters and prospects.

Partnerships

- Diversifying revenue streams by actively work on growing corporate donations and partnerships, bringing in new sponsorships and creative collaborations.

Leadership

- Play an important and leading strategic role across the organisation, ensuring that our ambition to create a step change in how we engage with our supporters is realised.
- Act as the fundraising point of contact for the Board and the Chair and play a key role in any Board recruitment.
- Establish an engaged and motivated Development Board, utilising Ambassadors from across business sectors to bring in income and contacts
- Line manage the Development Coordinator, ensuring they execute administrative tasks such as gift processing, donor communication, and event coordination.

Finance

- Work closely with the Development Director on budget setting and financial forecasting. You'll need to stay on top of the income targets, monitor performance, and adapt strategies if necessary to ensure financial goals are met.



Person Specification: Experience and Expertise

We want brilliant and daring people to work at Rambert – people who are both empowered and accountable, who want to be there and are committed to excel in their contribution to our success.

We're a team of skilled, motivated and collaborative people and everyone is expected to engage in the life of the organisation. In return you will be welcomed into an exciting and supportive environment where you will be encouraged to move towards success and grow into your best self.

Essential Requirements

To succeed in this role, the ideal candidate will bring:

- **Experience in High-Level Fundraising:** Ideally, this is in a cultural or arts context, but transferable skills from other sectors would be valuable.
- **Strong Leadership and People Skills:** The ability to lead a team effectively, inspire others, and foster collaboration across departments is crucial.
- **Creativity:** The role calls for someone who is able to develop creative fundraising campaigns, events, and appeals that resonate with both new and existing donors.
- **Resilience:** You'll need to be adaptable, with a solution-oriented mindset when facing challenges, particularly in a fundraising environment where success may take time and persistence.
- **Communication Skills:** Excellent communication and public speaking skills, with the ability to present compelling fundraising cases to donors, corporate sponsors, and board members.
- **Data and CRM Experience:** Comfortable working with CRM systems to track donor interactions and progress toward fundraising targets.
- Available to attend evening and weekend events as required.



Employment Conditions

Salary:	£43,000- £50,000 (experience dependent)
Employment Term:	Fixed term contract between 24-30 months This role is likely to become a permanent role in the team with a revised core remit after the fixed term period.
Hours of work:	37.5 hours per week.
Holiday entitlement:	25 days paid leave in addition to public holidays, pro rata.

This post carries a probationary period of six months, during which time the notice period required by either party is two weeks. After a satisfactory review, the notice period increases to three months.

Rambert operates a hybrid workplace with a balance on in-office and remote working. We want to find the best person for this role, and therefore we are open to job shares, part-time working or compressed hours.

Benefits

- Death in service benefit (4x base salary).
- Employee Assistance Programme including Private GP and Counselling Virtual Appointments.
- 24-hour confidential helpline offering financial and wellbeing support Enhanced Maternity and Paternity Pay.
- Enhanced Sick Pay.
- Free access to Rambert classes (subject to class capacity).
- Free Access to onsite gym.
- Free tickets to Rambert shows (dependent on capacity)
- Two paid volunteer days per year.
- Discounted theatre tickets/Art Fund membership.
- [Star Card](#) offering discounts along the Southbank
- Pension Auto Enrollment begins after 3 months.



An Inclusive Workplace for All

Our vision is to have a workforce that is reflective of the society we are based in therefore we encourage underrepresented groups within the arts industry to apply.

We understand that individuals who are Black, Asian and ethnically diverse are often underrepresented within the arts industry. We actively make a stance against racism; holding diversity and inclusion training and having a staff diversity and inclusion working group to ensure that we are on the right side of fighting racism.

We understand that D/deaf and disabled people are underrepresented within the sector. We will interview candidates who meet the minimum criteria for the role. Please let us know if you require any reasonable adjustments for any part of the recruitment process.

We are Living Wage employers because we want to help break the poverty cycle and reduce socio-economic barriers to those working within the arts.

To Apply

Please send the below to recruitment@rambert.org.uk by 5pm 9th December 2024

A CV

- A cover letter that details your interest in the role and your relevant experience and suitability for the role referring to the key responsibilities and personal specification (max 1 side)
- An equal opportunity monitoring form that will be provided to you once we have received your CV and cover letter.

First interview: Friday 13th December 2024.

Only shortlisted candidates will be contacted. If you have not heard from us within two weeks of the closing date, please assume your application has been unsuccessful.

For more information, please contact Recruitment at recruitment@rambert.org.uk

Thank you and best of luck with your application



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RAMBERT

