



<b>Job Title</b>	Development Manager
<b>Location</b>	Home working
<b>Hours of work</b>	2 days per week
<b>Accountable to</b>	Chief Executive
<b>Accountable for</b>	N/A
<b>Salary</b>	£28,000 pro rata
<b>Contract Type</b>	<p>This role is initially for a period of 12 months with the option to extend and develop.</p> <p>Whilst we envisage the role being PAYE, we welcome conversations from individuals interested in a freelance contract.</p>
<b>Special conditions</b>	<p>Working hours and location will be flexible to suit the needs of the organisation. Might include UK and international travel for meetings, conferences and events, if needed.</p> <p>25 days annual leave pro rata and inclusion in the Employer Pension Scheme.</p>
<b>How to apply</b>	<p>Please email a CV with 2 page covering letter plus a completed equality and monitoring information form* to Adee Lifshitz – <a href="mailto:adee@englishfolkexpo.com">adee@englishfolkexpo.com</a></p> <p>Applications should be received by Sunday 14<sup>th</sup> March 2021 with interviews expected before the end of March.</p> <p>For an informal conversation about this role, please contact Tom Besford – <a href="mailto:tom@englishfolkexpo.com">tom@englishfolkexpo.com</a></p> <p>*Form is attached to this document.</p>

## About English Folk Expo

### Background

English Folk Expo (EEx) is the charity supporting the growth of the English folk, roots and acoustic music sector on an international scale.

Founded in 2012 in Greater Manchester to deliver the annual EEx Showcase. EEx has since grown to deliver a varied programme of skills training, folk festivals, support and mentoring, with a commitment to ensuring accessibility and diversity across all strands of work and building a global support community.

EEx has widespread impact: every year it not only generates £2million of creative opportunities for emerging folk artists through its Showcase, but it also reaches over 10,000 audience members from across the UK through its programme of live events. Through its work, EEx champions an artform that is both vital to English heritage and growing in contemporary popularity, but which often takes place in informal settings that lack the infrastructure or resources to invest in artists or audiences.



Now, in response to learning from its first eight years and conversations with artists, audiences and industry representatives, EEx is ready to launch an ambitious new strategy that delivers a step-change in impact over the next three years. Based within the heart of Manchester (known for its iconic music scene) EEx has an ambition to **Champion English folk, roots and acoustic music on a global scale**, enhancing and increasing the scope of its activity under three programme areas:

- **Artists:** providing valuable skills development and creative opportunities to folk, roots and acoustic artists at all stages of their careers
- **Audiences:** inspiring, engaging and growing audiences through world-leading folk performance and outreach activities
- **Industry:** building a robust network of folk professionals with the skills to allow the sector to thrive, and provide support to the very best new talent

In order to realise this new strategy and solidify its position as **the** Sector Support Organisation for English Folk Music, EEx is looking to engage new supporters who share our vision of a resilient and diverse folk, roots and acoustic music industry across the globe.

### Our Programmes

- *EEx Showcase*

Our original programme. This unique annual showcase of English folk, roots and acoustic music takes place in Manchester each October to an invited audience of 180 music industry representatives. Research from the hub suggests this event generates in excess of £2mill for the sector each year.

- *Manchester Folk Festival*

This public festival forms the catalyst for EEx Showcase and more. Taking place across a range of venues and spaces in Manchester city centre, it offers folk music and engagement activity for all ages and all access points with average attendances of around 10,000 across three days.

- *Rochdale Folk Festival*

A new festival of music and dance with a focus on local free entertainment in pubs, cafes and outdoor spaces throughout the town centre.

- *Official Folk Albums Chart*

Compiled by the Official Charts Company, this is the only Official Folk Chart in the UK. Published monthly including an accompanying partnership with Folk on Foot to deliver a podcast and chart show. The chart receives broad coverage including a feature in Music Week.

- *Artist Mentoring Programme*

A highly acclaimed programme supporting a select number of emerging musicians to build networks, learn new skills and present at showcases whilst under the mentorship of leading industry professionals.



- *Folk Talk*

This broad programme of learning, conferences and informal networking aims to bring the sector together through digital platforms. In Summer 2021, we will present a vast new learning resource, Folk Talk Academy.

- *EFEx Digital*

An online subscription platform with tailored content for Fans, Artists and Music Industry, containing bespoke offers, the latest resources and opportunities, and artist / industry networking profiles.

- *Industry Training*

We run learning programmes to develop specific parts of the music industry. Most recently was a dedicated Promoter Training Programme to support the next wave of folk promoters.

- *Virtual Showcasing*

An online programme of curated live sets and interview content to present selected export ready artists to UK and music industry networks.

- *Concert Programme*

Regular live gigs taking place across Greater Manchester and beyond.

- *Commissions*

Pre-pandemic, EFEx were building networks to commission new live content which would support audience development. In 2019, EFEx partnered with EFDSS and Unite to commission a new piece of folk music theatre in response to the 200<sup>th</sup> anniversary of the Peterloo Massacre.

- *Global Music Match*

EFEx are the English partner on this major international programme. In Autumn 2020 96 artists from 14 countries took part in an innovative programme which included new music, networks, training and international development. Round #2 opens in Spring 2021.

- *Consultancy*

We deliver wide ranging consultancy with partners across the UK including venue business planning, music industry learning programmes, freelance programming and more.

## **Fundraising Strategy**

In Autumn 2020, EEx were accepted onto *Arts Fundraising & Philanthropy's Culture Change Programme* to assess the opportunities created by the newly confirmed status as a charity alongside the ambitious plans for future growth.

English Folk Expo is now looking to pursue a three-stage strategy for raising funds across a three-year period, building relationships with key new and existing supporters to maximise a range of income opportunities.

This strategy forecasts a Year One fundraising target of £58,000 building to a more substantive £162,000 by Year Three alongside appropriate growth in fundraising capacity.

Whilst we are hoping that the postholder will lead on achieving the Year One fundraising target independently, the role will be supported by the Chief Executive who will continue to work closely on all aspects of fundraising and partnership management.

In addition to these targets, we currently enjoy core funding from both Arts Council England through our status as a National Portfolio Organisation and the Greater Manchester Combined Authority as a Cultural Partner.

These targets and income streams have been developed during Covid-19, taking into account current challenges faced by the sector. The EEx leadership team will stay abreast of all of these strands, keeping an eye on sector changes and revising targets as required.

To support the organisation to reach these targets, EEx is investing in a new Development Manager Post who will work alongside the Chief Executive. We envisage this post holder having a passion for live music and a strong knowledge of the Greater Manchester region.

The role is the first step in delivering this new strategy and aims to meet Year One targets. There is scope for this role to develop in line with the fundraising targets outlined in our strategy.



# JOB DESCRIPTION

## 1) Purpose and objectives of the role

This exciting new role is an exceptional opportunity to help EEx launch a new and dynamic fundraising strategy. Using your passion, experience and expertise you will work to implement and embed the new fundraising strategy within the organisation, creating a sustainable income generation model to support future growth and development of the organisation. Your work will be critical in leveraging funds from a range of new sources – building relationships with Trusts and Foundations, individuals and corporate supporters.

This is an excellent opportunity for an experienced development professional looking for a new challenge or the next step in their career.

## 2) Duties and responsibilities

- Support EEx in maximising income to enable our delivery of the business plan and fundraising strategy.
- Implement our fundraising action plan to achieve annual fundraising targets.
- Meet fundraising targets through a focus on Trusts and Foundations, corporate sponsorship and individual giving supported by the Chief Executive.
- Work with the Chief Executive, Trustees and the wider EEx Team to identify fundraising opportunities within programmes, making appropriate recommendations within programme structures to suit these opportunities.
- Engage with potential donors, sponsors and funders, keeping them aware of our programmes and inviting them to appropriate EEx events and activities.
- Work with the Chief Executive to engage with key core funders including GMCA and Arts Council England, including reporting and regular engagement.
- Support the ambitions of the organisation, build awareness, promote EEx as a charity, and maximise all available fundraising opportunities.
- Act as the central focal point for fundraising within the organisation, instilling a culture of fundraising throughout the charity.
- Lead on reporting to funders and ensuring all administrative functions of the fundraising role are undertaken to a high degree.

### **3) Person Specification**

#### **Experience and knowledge**

##### *Essential*

- Successful delivery of fundraising strategy within the charity sector
- Demonstrable success of fundraising with at least two areas of Trusts and Foundations, corporate sponsors and individual giving
- Proven track record in achieving fundraising targets (in excess of £50k+ per annum)
- Ability to be hands-on and deliver at every stage of the fundraising process from prospecting and research, preparation and presentation of proposals, negotiation of funder agreements / contracting through to stewardship and fulfilling reporting requirements
- Understanding of the UK Cultural landscape and funding environment

##### *Desirable*

- Knowledge of working with a board of Trustees
- Knowledge of Greater Manchester
- Knowledge of the music industry

#### **1) Competencies and skills**

##### *Essential*

- Excellent interpersonal skills; experience of facilitating and negotiating with colleagues and with external contacts at all levels
- Excellent oral and written communication and presentation skills
- Ability to build and maintain relationships with a wide range of people at all levels
- Able to work to deadlines and to work effectively under pressure and maintain good humour and diplomacy
- Able to work on own initiative and autonomously and to manage time effectively
- Extremely good attention to detail
- Proven ability to develop and manage budgets
- Excellent research and analytical skills and the ability to craft compelling and concise cases for funding
- A proactive and delivery-focused approach to your work

##### *Desirable*

- Driving licence
- Budget management

#### **2) Personal characteristics**

##### *Essential*

- Calm, confident, approachable, friendly, versatile and flexible attitude to work
- Target-driven self-starter, tenacious and opportunistic
- Willing to work occasional evenings and weekends
- Entrepreneurial nature
- Strong complete finisher

##### *Desirable*

- Passionate about folk music

- Passionate about Greater Manchester
- Passionate about supporting artists and their teams to build sustainable careers
- Passionate about engaging audiences with music

#### **4) Benefits**

EEx is a small and dynamic team who are used to working flexibly in supporting the English folk, roots and acoustic music sector. The postholder will be able to choose working hours to suit them within the requirements of the role, although there will be a need to attend a range of live music events throughout the year.

Employees enjoy generous benefits including 25 days per year of holidays (pro rata in line with contracted hours) and inclusion in the NEST Employee Pension Scheme.

#### **5) Diversity and Inclusion**

EEx promotes equality, diversity and inclusion in our workplace. We make employment decisions by matching business needs with skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.

## Equality and Monitoring Information

English Folk Expo is committed to Equal Opportunities in employment and welcomes applications from all sections of the community. In order to ensure the effectiveness of this policy and for no other purpose you are requested to complete the details below.

### Ethnicity

White:	
British	
Irish	
Gypsy or Irish traveller	
Any other white background	
Mixed:	
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/Multiple ethnic background	
Asian/Asian British:	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	
Black/Black British:	
African	
Caribbean	
Any other Black background	
Other:	
Arab	
Any other ethnic background	
Prefer not to say	

### Disability Status

Deaf or disabled	
Not deaf or disabled	
Prefer not to say	

### Gender identity

Female	
Male	
Non-binary	
Prefer not to say	
Is your gender identity different to that which assigned at birth? Y/N	

### Sexual orientation

Bisexual	
Gay man	
Gay woman / lesbian	
Heterosexual / straight	
Prefer not to say	