

# Job Description

## Development Director



<b>TITLE:</b>	Development Director
<b>SALARY:</b>	£32,000 - £35,000 pa
<b>REPORTING TO:</b>	Chief Executive
<b>OVERALL PURPOSE:</b>	To lead on the strategic development and implementation of all fundraising and marketing activities. This will include drafting funding bids, managing relationships with current supporters, developing new initiatives, identifying new prospects and generating new income from individuals.
<b>RESPONSIBLE FOR:</b>	<ol style="list-style-type: none"><li>1. Development Manager (Solely working on Trusts &amp; Foundations 2 days per week, working remotely)</li><li>2. Marketing &amp; Communications Coordinator (2 days per week)</li><li>3. Community &amp; Events Coordinator (1 day per week)</li></ol>
<b>TENURE:</b>	Permanent. Based at Plymouth Music Zone's Community Music Centre in Devonport, Plymouth PL1 4NQ.
<b>HOURS:</b>	Full-time based on 37.5 hours per week with a daily 30 minute unpaid lunchbreak and a daily 30 minute paid 'Health Break'. The role may include some unsocial hours.

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### PURPOSE OF THE POSITION

1. To work with the Chief Executive to devise and implement a more diversified long-term income generation strategy that successfully secures the future charitable work of Plymouth Music Zone.
2. Devise and deliver the annual income generation plan based on the agreed long-term strategy. This will involve hands-on fundraising delivery of established techniques as well as the development of new forms of voluntary income.
3. To work with the team to devise and implement the organisation's marketing & communications strategy to ensure all activities are fully integrated with fundraising and promote the increased engagement and development of PMZ's supporter base.
4. To participate in the strategic development of the organisation as a key member of the Leadership Team.

## DUTIES & RESPONSIBILITIES TO INCLUDE:

- 1. To work with the Chief Executive to devise and implement a more diversified long-term income generation strategy that successfully secures the future charitable work of Plymouth Music Zone.**
  - To work with Leadership Team to establish long-term funding priorities based on the delivery and outcomes of the organisation.
  - To work with the Chief Executive to establish long-term targets for each fundraising market, based on the financial needs of the organisation.
  - To lead the development of voluntary income streams set out in the 4 year Fundraising Plan including one-off and regular giving, gifts in wills, meaningful corporate relationships and high net worth individuals.
  
- 2. Devise and deliver the annual income generation plan based on the agreed long-term strategy. This will involve hands-on fundraising delivery via established techniques as well as the development of new forms of voluntary income.**
  - To line manage the Development Manager who leads the Trust and Foundations fundraising and reporting process.
  - To support the Trusts and Foundations income stream by researching and drafting funding bids as well as taking over appropriate cultivation opportunities of key private donors and supporters as they arise.
  - To line manage the Community & Events Coordinator to support the new development of community fundraising activities and volunteers including any opportunities within our events strand that may help to develop a stronger supporter base.
  - To create the necessary effective systems, materials and monitoring processes (particularly the effective use of the CRM database) to support all levels of Individual Giving ensuring compliance with the IoF Code of Practice and any requirements of GDPR legislation and the Fundraising Regulator.
  
- 3. To work with the team to devise and implement the organisation's marketing and communications strategy to ensure all activities are fully integrated with fundraising to promote the increased engagement and development of PMZ's supporter base.**
  - To devise, maintain and monitor the PMZ marketing and communications 'matrix' for each financial year
  - To line manage Marketing & Communications Coordinator and Community & Events Coordinator to co-ordinate delivery of the marketing and communications tools in the matrix including social media networks and PMZ's website
  - To develop new supporter and participant communication materials to illustrate need and impact, inspire donations and increase participation
  - To be the lead contact for press and media to direct accordingly to the most appropriate PMZ advocate for the story
  
- 4. To participate in the strategic development of the organisation as a member of the Leadership Team.**
  - To be a member of the Leadership team and contribute to PMZ's business planning and management processes
  - To provide updates and presentations when needed for staff, Chief Executive and trustees to report on Development function
  
- 5. To undertake any other duties as required and be responsive to changing needs depending on the skills and abilities of our team**