



Hello,

Thank you for your interest in the role of Development Manager at The Yard.

Please read all the information provided in this pack. To apply, please complete this application form online <https://forms.gle/4yRreaHg69wzL7vm6>. Please do not submit a CV.

If you require the forms in a different format, please don't hesitate to contact us at [recruitment@theyardtheatre.co.uk](mailto:recruitment@theyardtheatre.co.uk) or by calling 020 3111 0570. If you would like an informal conversation ahead of making an application then please contact Sam Hansford – Executive Director on [sam@theyardtheatre.co.uk](mailto:sam@theyardtheatre.co.uk)

Applications must be received no later than **5pm on Monday 17th June 2019**.

Interviews will be held on **Friday 21st June 2019**.

We look forward to reading your application.

Kind regards,

Sam Hansford  
Executive Director

## ABOUT THE YARD THEATRE

### Background:

In 2011 a group of volunteers, led by Jay Miller, with a £9,000 grant from the Arts Council England, used recycled and reclaimed materials to convert a disused warehouse in Hackney Wick, into a theatre, bar and kitchen. We called it The Yard.

We created The Yard to offer a space for artists and audiences to experience contemporary theatre, a space that we thought was lacking in the theatrical ecosystem. Since 2011 we have produced outstanding shows that have received critical acclaim and transfers; launched the careers of a number of brilliant artists; become essential in our local area; and created a sustainable business model, forecast to turn over in excess of £1 million in 2018/19.

In recognition of our success, in 2018 The Yard became the only new theatre in London to join the Arts Council's National Portfolio, receiving regular funding until 2022.

### Theatre:

With its classic 110-seat amphitheatre and a beautiful, large industrial concrete stage, The Yard provides a space for artists to grow new stories and new ideas and for audiences to access outstanding new work. A multi-award-winning theatre and described by Time Out as *"the most important theatre in east London"*, The Yard is committed to:

- Exposing stories from the edges of society.
- Interrogating the process of writing for performance.
- Discovering and supporting new artists.

In an area of London alive with artists and potential, The Yard has rapidly established itself as a theatrical necessity with a reputation for upending theatrical traditions, and injecting creativity and fearlessness into wider contemporary culture. We have supported artists to produce ambitious new work that communicates contemporary, unheard stories and ideas in new, innovative theatrical forms.

In our short existence our theatre has had significant success; our in-house shows have received outstanding critical acclaim, we have identified and then supported a number of exceptional artists including Michaela Coel, Alexander Zeldin, Rita Kalnejais; we have transferred two shows to the National Theatre; we have forged partnerships with other leading theatres including the Young Vic and Royal Court; and we have received numerous awards, including the final Peter Brook Empty Space Award (2017).

In 2019 we presented Arthur Miller's *The Crucible*, the first time The Yard produced a classic text. Directed by Jay Miller, and playing for 6 weeks, this represents a crucial stage in our growth as we reach a wider theatre audience.

*"The Yard is what the future looks like."*  
Nicholas Hytner

### Local:

We have become a cornerstone of the community in and around Hackney Wick. We are a recognised and respected grassroots venue that has grown with the changing community since 2011. We lobby local authorities and other parties in the local area and our opinion on the changes that are occurring in our neighbourhood is valued.

In 2016 The Yard was asked by the London Legacy Development Corporation to manage neighbouring community centre Hub67, a neutral civic space and home to The Yard Local Programme, a new and developing activity within our organisation. The programme connects with local residents, particularly young people, regardless of background, providing multiple entry points into The Yard and the arts. Through Hub67, The Yard is exploring and shaping what role a theatre can play in its community. Our local programme, developed through consultation and conversation with local residents, includes **Yard Young Artists**: we work with dynamic artists to give children and young people from 4-19 the opportunity to see theatre, learn about the art of performance and make work for The Yard stage, developing creative skills and realising their artistic potential outside the curriculum.

In April 2019, we opened a second community space, The Hall, in East Village E20. We have been appointed by the East Village Trust to run this brand new community centre until the end of 2021, building on the success of Hub67. Over the next 3 years we will be delivering a major new project

across Hub67 and The Hall, working with local residents to develop ideas for participatory community activity.

***“Great relaxed event and everyone friendly and having fun! As we lose so much of our community life, this is more and more important.”*** Local resident following a community celebration event

#### **Music and Events:**

The Yard is one of London’s most diverse and exciting venues for experiencing new music. Like other aspects of The Yard’s program, our music provides a platform for events that are organised by and for under-represented groups in London’s cultural landscape. Working with nationally renowned and new collectives, we host over 100 music events each year which fill our bar with people dancing until the early hours. Our events programme has seen us collaborate with some of the biggest brands, including RBMA and Boiler Room. Press features about The Yard secure us as a leading space for new musical experiences. We are continuing to diversify our programme and produce our own events in order to increase revenue and grow our reputation as a leading venue for new music.

***“The Yard has shown us unwavering support as we’ve built our queer, inclusive clubbing brand from absolutely nothing to a notable, critically acclaimed success. It was first time we’d ever run a club night, and now we’re in demand with invitations coming from across the UK and from other respected venues in London too.”***

**Alex Lawless and Aaron Wright, Knickerbocker founders**

#### **Business model and fundraising:**

The Yard’s success is due to our focus on developing artists and new work, the way we connect with local residents and audiences, and our business model, which sees us maximise earned income. With an initial investment from the Arts Council in 2011 of £9,000, our annual turnover will exceed £1 million in 2018/19. Last year, 55% of our income was earned and 45% was contributed through statutory and philanthropic fundraising.

Our investment in new talent and success has led to significant multi-year support from **statutory** sources including Arts Council England, LB Hackney, LB Tower Hamlets and the London Legacy Development Corporation; **trusts and foundations** including Foyle Foundation, Garfield Weston Foundation, Wellcome Trust, Jerwood Charitable Foundation, Big Lottery Fund, John Ellerman Foundation and Patrick & Helena Frost Foundation; **individuals** including an engaged and growing group of Guardians & Friends as well as successful one-off individual giving campaigns; **corporate** including local developers and a UK fitness group.

***“It’s a beacon of exciting, progressive new work in theatre-poor east London and a real model for what a theatre can and should be in the twenty-first century”***

**Time Out**

#### **Capital Project:**

Bordering Tower Hamlets and Hackney, and neighbouring the Queen Elizabeth Olympic Park, The Yard is at the epicentre of a changing East London. Over the next 10 years, 45,000 new jobs are due to be created with the arrival of major institutions, including the V&A, Sadler’s Wells, BBC, University College London and University of the Arts London. An additional 37,000 new residents will move in, 51% of whom will be under 30.

As part of the changing local landscape the immediate area around The Yard has been identified by the local authority as an area that would benefit from development. We are currently working with the London Legacy Development Corporation and a supportive developer, on the Section 106 agreement that will secure a new long-term home for The Yard. We anticipate our new £5 million (approx.) building will incorporate our theatre, bar and community centre, and we aim to open the new building in 2022. This is about to be a hugely exciting phase of capital development and business evolution for The Yard. In late 2018 we secured £900,000 of capital funding from the Mayor of London’s Good Growth Fund towards the project.

***“The Yard Theatre is a key cultural anchor in Hackney Wick...an essential ingredient to the future of a successful neighbourhood.”***

**Dr Paul Brickell, Executive Director of Regeneration and Community Partnerships, LLDC**

## **ABOUT THE ROLE**

This is a unique opportunity to shape the future of one of the most exciting arts organisations in the country, developing new partnerships and securing funding to enable us to grow our work, profile and reach. As the Development Manager you will play a key role in developing our acclaimed Theatre programme, expanding our community-focussed Local programme and building a new theatre in East London.

The Development Manager will build on significant recent success in fundraising. During 2018/19, The Yard secured multi-year grants from the Big Lottery Fund and John Ellerman Foundation as well as a major local authority grant and capital funding from the Mayor of London. We have cultivated a small but engaged group of individual supporters and corporate members. Total fundraised income during 2018/19 was close to £300,000, (excluding our NPO subsidy of £150,000). As Development Manager, you will play a key role in enabling the organisation to grow, meeting ambitious targets for 2019/20 and beyond.

The Development Manager will lead on fundraising at The Yard, line managing an experienced Development Officer who works 3 days per week. You will work closely with the Executive Director and Artistic Director as well as an exceptional and dedicated Board to develop new prospects and strategic funding opportunities. You will help to foster a culture of collaborative fundraising across the organisation, working with the team to identify development opportunities and secure funding from a range of sources. You will also support the delivery of a major capital project, building a new theatre for East London over the next 3 years.

## **KEY RESPONSIBILITIES**

### **Strategy**

- Lead on fundraising at The Yard including strategy and implementation, and managing the Development Officer.
- Work closely with the Executive Director to ensure the Development Strategy meets the needs of the organisation.
- Realise annual targets across Individuals, Corporate, Trusts & Foundations and Statutory sources and grow contributed income at The Yard.
- Work with the management team to set departmental fundraising targets where appropriate and support their delivery.

### **Individuals**

- Grow The Yard's network of high-level Guardian supporters, helping to identify new prospects, leading stewardship of donors and ensuring continued engagement with the organisation and our work.
- Work with the Development Officer and Marketing Manager to grow The Yard's Friends scheme of low level supporters, building an exciting and engaging Friends and Best Friends scheme that encourages giving from existing and new audiences.
- Ensure administrative processes and best practice are consistently applied with regards to donor records, gift agreements, GDPR, acknowledgements and recognition, and pledge schedules.

### **Trusts & Foundations**

- Support the Development Officer to meet Trusts & Foundations targets and deadlines, identifying prospects including national and international charitable trusts and grant-makers, livery companies and family foundations.
- Build relationships with grant funders and managers, including deepening engagement with prospects and stewardship of existing funders.
- Support the writing of larger strategic funding applications where necessary, collaborating with other members of the team.

### **Corporate**

- Work with the Executive Director and Local Producer to identify businesses to become new Corporate supporters of The Yard, with a focus on businesses working locally in East London.
- Build links with prospects, and identify a case for support that meets their objectives and delivers The Yard's fundraising targets.

## Capital

- Support the Executive Director and the Board to raise the funding necessary to deliver The Yard's capital project, including writing some applications for capital support as necessary and supporting a campaign to raise capital funding through individual donations.

## General

- Attend departmental and Company meetings as required
- Act as an ambassador for The Yard by sharing the enthusiasm and passion the organisation represents
- Comply with The Yard's policies including Equality, Diversity & Inclusion, Health & Safety, Fire, Safeguarding, and all other policies that are included within the Organisation Handbook
- Always look for ways to improve the organisation and actively feedback constructive ideas
- Support colleagues at all times and be prepared to take on any other reasonable duty, as required, to ensure the organisation always performs at its best
- Take an active role in your continuing professional development, identifying relevant training and opportunities
- Attend evening and weekend events when necessary.

## PERSON SPECIFICATION

### Essential Skills

- At least three years' experience in Trust & Foundation and/or Individual giving
- Experience of managing and developing high profile relationships and soliciting funds
- Experience of researching trusts and grant-making organisations
- Experience of devising, delivering, and monitoring fundraising strategies
- Knowledge of The Fundraising Regulator's Code of Fundraising Practice
- Excellent planning skills and good time management with the ability to prioritise workload – both individually and within a team
- Experience of budget control and management
- Excellent communicator with the ability to engage with a range of stakeholders, including strong copywriting skills and grasp of grammar and spelling
- Good IT skills including Microsoft Word, Outlook and Excel
- Ability to remain calm under pressure and in dealing with unexpected situations.
- Skilled in solving problems creatively

### Desirable

- Working knowledge of Spektrix or similar ticketing system
- Formal training from the Institute of Fundraising, CASE or attendance at courses such as those run by the Directory of Social Change
- Experience of line management

### Working style and Interests

- An energetic and self-motivated approach to work, with an ability to organise and prioritise a demanding workload, working effectively with minimal supervision
- Ability to learn quickly and on the job
- An interest in, and understanding of the theatre industry
- A willingness to contribute wholeheartedly to the efforts of the team

**This is a guide to the role of Development Manager.  
Responsibilities are likely to evolve with the post-holder.**

## **KEY INFORMATION**

<b>Responsible to:</b>	Executive Director
<b>Responsible for:</b>	Development Officer (3 days per week)
<b>Notice period:</b>	3 months
<b>Salary:</b>	£28,000 - £33,000 (depending on experience)
<b>Employment Period:</b>	Permanent role, subject to probation
<b>Hours:</b>	10am - 6pm Monday to Friday. Possibility of part-time or flexible hours for the right candidate.
<b>Annual Leave:</b>	20 days per annum plus public holidays, rising to 25 days per annum after 12 months of service
<b>Probationary Period:</b>	3 months
<b>Benefits:</b>	<ul style="list-style-type: none"><li>- Complimentary ticket for all performances (all members of the team are encouraged to contribute to the artistic life of the venue).</li><li>- Discount on food and drink at The Yard Theatre bar</li><li>- Bike loan/travelcard loan scheme available after probation.</li></ul>

## **Equal Opportunities**

The Yard is an equal opportunities employer. We're working hard to make sure all aspects of our theatre are representative of the world we live in. We are also committed to meeting all access requirements; just let us know what you need.

## **TRUSTEE BIOGRAPHIES**

**Nick Starr (Chair):**

Nick was Executive Director of the National Theatre from 2002-2014 and the Almeida Theatre 1997-2001, and most recently co-founded The Bridge Theatre alongside Nicholas Hytner, the first commercial theatre of scale to open in London in 80 years. He has previously chaired the boards of the Bush Theatre and Battersea Arts Centre, and in 2014 was awarded a special Olivier Award and made CBE.

**Yenny Chong:**

Yen is currently Culture and Learning Manager of Leon Restaurants and has been working with the company since 2004 when it opened. Her role involves the design of team and management training for new and existing Leon restaurants, including franchise management training. Yen also volunteers with Parkholme Supper Club, where proceeds from the suppers have raised more than £50,000 for Medicins Sans Frontiere in the last two years, and Bags of Taste, which aims to tackle food poverty by teaching participants about budgeting and cooking healthy dishes.

**Greg Delaney:**

Greg started his career in advertising at Delaney and Delaney, founded with his brother Barry. This became ad agency Delaney Fletcher Delaney and was subsequently acquired by US global network Bozell in 1989. Greg and his partners staged a management buyout from Bozell in 2000, with Greg becoming Chairman and Creative Partner of the resulting agency - Delaney Lund Knox Warren and Partners. DLKW went on to become one of the UK's most successful agencies and in 2005 it was acquired by Creston plc. In 2010, DLKW was acquired again by The Interpublic Group, creating a new agency: DLKW Lowe. Greg was Chairman and Global Chief Creative Officer, Unilever, at DLKW Lowe, looking after over 20 global brands. At this time, he also became a Trustee of The Microloan Foundation charity. In December 2013, Greg left DLKW Lowe and soon after became an investor and non-executive director at two startup companies: Triggerbuzz and Watchable films. He has been a Trustee at The Yard Theatre since 2014.

**Antony Gummatt:**

Antony is an accountant working in the arts sector. He has worked at the Barbican Centre for over twenty years where he has undertaken diverse finance roles working with a variety of arts disciplines as well as the public and commercial sectors. He also concurrently has worked with the Guildhall School of Music (including the Centre for Young Musicians) for a number of years, and presently manages the financial accounts teams of both the Barbican and Guildhall School. He also manages the finances of both independent charities associated with the two organisations, the Barbican Centre Trust and the Guildhall School Trust. Antony has been a trustee of The Yard since 2014.

**Jay Miller: Founder and Artistic Director**

Jay is a theatre director who founded The Yard and has been the driving force behind the organisation since its inception. Prior to founding The Yard, Jay trained in Paris, and made theatre in the north of England, where he is from. Jay's shows at The Yard have included *This Beautiful Future*, *The Mikvah Project*, *Lines* and *Removal Men*, all of which have received critical acclaim. Jay is responsible for pioneering the artistic vision of The Yard, honing the business model and steering the organisation towards its long-term goals. At The Yard, he has identified and then launched the careers of a number of artists who have gone on to be produced by, amongst others, the National Theatre, Royal Court, Channel 4 and many other regional venues.

**Ben Rogers:**

Ben Rogers is a writer and policy thinker, with a particular focus on cities, citizenship, social capital, public service reform, and the built environment. In 2011, Ben founded Centre for London, the capital's dedicated think tank. Centre for London's mission is to develop new solutions to London's critical challenges and advocate for a fair and prosperous global city. Prior to founding Centre for London, Ben was an Associate Director of IPPR from 2003 – 2007 and has subsequently led strategy teams in Haringey Council, DCLG and The Prime Minister's Strategy Unit. Ben has written several acclaimed books on philosophy and history, published in the UK and the US, and is an experienced journalist and broadcaster. He has been involved in many London focused initiatives and sat on both the first and second London Finance Commission. Ben joined The Yard board in 2017.

**Robin Saphra**

Robin began his career as a Theatre Director and Television Producer before deciding to retrain as a lawyer. After several years of practice in City law firm, he moved in-house and served in senior executive roles to a number of technology businesses including T-Mobile, Deutsche Telekom and Colt. After almost 20 years, he left to found Yuzu, an innovative new player in the legal services sector. Robin has influenced the development of regulatory policy behind the liberalisation of communications markets in Europe and internationally. He was one of a small team of executives

who established Virgin Mobile, the UK's first virtual mobile company. Later, he played a key role in bringing 3G mobile licences to market in the UK and Europe. Robin's interest in theatre has endured throughout his career and he is an enthusiastic supporter of the Arts. He has also served on the board of Spitalfields Music and as governor to a secondary community school.

**Anna Vaughan:**

An East London resident for over 10 years, Anna worked at the National Theatre as Head of Trusts for almost 10 years under Nicholas Hytner and Nick Starr. Since 2015 she has run her own fundraising consultancy, Glow Fundraising, working with the Bush Theatre, Tricycle Theatre and Eclipse Theatre Company amongst others. Currently a Trustee of Tonic Theatre, she is also Vice Chair of the Institute of Fundraising's Cultural Sector Network, an industry body representing fundraisers and trustees.

**Carolyn Ward:**

Carolyn has been on the board of the Soho Theatre for 6 years and is a Founding Patron Ambassador for Queer Britain, which is launching the nation's first LGBTQ+ museum to preserve, present and celebrate the histories of LGBTQ+ people for the whole nation and with a strong education remit. Carolyn was previously on the Board and Chair of the Development Board of Beanstalk, a children's reading charity. Carolyn runs a chalet rental business in France and then as a secondary concern has a small organic arable farm in Devon. They have 400 ewes which they lamb from February to April and they grow high protein organic feed for the flock. Carolyn also works in London two days a month for a data collection business that she invested in as a start up.