

# Lyric

DEVELOPMENT OFFICER



## INTRODUCTION

The Lyric Hammersmith Theatre is one of the UK's leading producing theatres. For more than 120 years it has been responsible for creating some of the UK's most ground-breaking and acclaimed theatrical productions. At the same time it has gained a national reputation for its work with children and young people and creates pathways into the arts for young talent from all backgrounds, helping to diversify our industry. The Lyric's dual commitment to producing the highest quality contemporary theatre, alongside nurturing the creativity of young people, is what makes it unique within the theatre ecology of the UK. It is a place where some of the UK's finest actors and theatre-makers work side-by-side with some of the most diverse or disadvantaged young people in London. The cross-fertilisation of these two is what makes the Lyric Hammersmith Theatre so exciting and so distinctive. It is a local theatre rooted in its community with a national and international reputation for the quality and innovation of its artistic work.

## OUR MISSION

The Lyric Hammersmith Theatre produces work that is provocative, entertaining, popular, eclectic, messy, contradictory and diverse.

We work with the best theatre artists around and champion the next generation, nurturing young talent from all backgrounds.

We strive to be at the heart of our community  
whilst being internationally recognised

We lurch wildly between high art and populism – hopefully achieving  
both at the same time

Beautiful theatre. Cheap tickets. Environmentally friendly.

Hammersmith and proud!

## THE LYRIC: PAST, PRESENT & FUTURE

The Lyric is located in central Hammersmith in the London Borough of Hammersmith & Fulham, two minutes from Hammersmith tube and bus stations.

The theatre has an extraordinary history. It was designed by the world-renowned Victorian theatre architect, Frank Matcham, and originally opened in 1895 on a different site from the one it stands on today. In 1972, the original building was scheduled for demolition to make way for a new shopping and housing complex. There was a huge public outcry and, at the final hour, the local council saved the theatre by instructing that the Lyric could only be pulled down by the developers if Matcham's exquisite plasterwork was preserved and recreated in a new theatre above the Kings Mall Shopping Centre. The new Lyric Hammersmith was officially opened in 1979 by the Queen. The Matcham plasterwork had been painstakingly reconstructed in a new Victorian-style 550 seat auditorium and a modern black-box 110 seat studio was added to the building at the same time.

In 2004, the Lyric was redeveloped again with funding from the National Lottery and a public fundraising appeal. The £2m project was designed by the internationally acclaimed architect, Rick Mather. The entrance of the theatre was relocated from King Street to Lyric Square and

a box office, street-level café, rehearsal room and education space were added within a new extension.

In April 2015 the theatre entered a new and exciting phase of its history. After nearly a decade of planning, fundraising and building, we opened the doors to a new Lyric, again designed by Rick Mather Architects, which includes a major extension to the West. The new Reuben Foundation Wing added two floors of facilities aimed at expanding the Lyric's work with young people, emerging and professional artists. It includes:

- A new rehearsal space the size of the main house stage with a stage-management office
- A dance studio with a sprung floor and full height mirrors
- A film and TV studio and editing suite equipped with a 'green screen' and professional camera and editing equipment
- A 50 seat cinema
- A recording studio and a suite of small and medium-sized music practice rooms
- A digital play space
- A sensory space for disabled children
- New and expanded set and wardrobe workshops
- New staff offices

Externally the building has been re-rendered and a nine metre high neon sculpture designed by the artist David Batchelor, which is based on plasterwork detail from the Victorian auditorium, has been installed on the East Elevation. Internally the existing building has also been refurbished including the redesign of the theatre's café and bar and installation of new environmentally friendly heating and lighting systems as well as a green sedum roof.

In the Summer of 2018 the Lyric completed a refurbishment of both its main house auditorium and studio theatre.

The Lyric has a proven commitment to environmental sustainability and has just become the first theatre venue in the UK to announce it has been awarded the maximum five stars under the Julie's Bicycle Creative Green Certification Scheme. The new building was awarded a BREEAM rating of 'Excellent' – the Government's kitemark for sustainability in new and refurbished buildings.

In February 2019 Rachel O'Riordan started as the Lyric's new Artistic Director, her first season starting in September 2019.

## LYRIC GOVERNANCE, STAFFING AND FINANCES

The Lyric is a registered charity and a company limited by guarantee. We are overseen by a non-executive Board of Directors chaired by Lisa Burger. The Board delegate day-to-day management of the theatre to its Executive Team: Rachel O'Riordan (Artistic Director and Joint CEO) and Sian Alexander (Executive Director, Joint CEO and Company Secretary). We have a talented and dedicated team of around 50 permanent staff, and employ numerous freelance artists, practitioners and casual staff, as well as operating a substantial apprenticeship scheme.

The Lyric aims to create a programme of work that is artistically adventurous and ambitious but also financially sensible and sustainable. We have an annual turnover of approximately £5-6m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Hammersmith & Fulham; box office income; fundraising income

from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.

## JOB DESCRIPTION FOR THE POST OF DEVELOPMENT OFFICER

<b>RESPONSIBLE TO:</b>	Director of Development
<b>SALARY:</b>	£24,000 – £26,000 per annum
<b>CONTRACT:</b>	Permanent Full Time
<b>HOURS:</b>	<p>The Lyric's normal office hours are 10am-6pm. The post-holder will be expected to fulfil the hours required to do the job, including some evening and weekend work, but is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations.</p> <p>We welcome conversations around flexible working and job shares.</p>
<b>HOLIDAY:</b>	28 days per annum inclusive of public holidays, with an additional day added for each year of service, up to a maximum of 33 days.
<b>PENSION:</b>	The Lyric will make a 3% employer contribution through auto enrolment, after a qualifying period of 12 weeks
<b>OTHER BENEFITS INCLUDE:</b>	Season ticket loans, Cycle to Work Scheme, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts
<b>NOTICE PERIOD:</b>	2 months
<b>PROBATIONARY PERIOD:</b>	6 months

## MAIN PURPOSE OF THE POSITION

The Development Officer will support the Lyric's Development Team to deliver fundraising targets and maximize raised income from mainly individual and corporate funders as well as through fundraising events. They will take responsibility for the delivery of all department events including for cultivation, stewardship and fundraising. They will manage the Lyric's membership schemes including Friends, Love the Lyric and Corporate. They will play a significant role in supporting the organisation and delivery of the biennial fundraising Gala event (next scheduled in November 2019).

The Development team have an annual revenue target to raise £800,000 from trusts, individuals, corporates and events.

The post will involve working with key members of staff in every department. The Development Department comprises the Development Director, Development Manager, a Development Trainee (Creative Access Intern) and this post.

## KEY RESPONSIBILITIES

### Memberships

- Work with the Director of Development to manage the strategy, acquisition, engagement, retention, renewal and reporting of Love the Lyric, Friend and Corporate members.
- Be a point of contact with Lyric Friends, Love the Lyric, Corporate Members and other Supporters for booking tickets and other requests.
- Manage all communications with members about Lyric news, shows, events and their support.
- Complete timely monthly renewals for all members, with the aim of upgrading members where appropriate.
- Ensure all donors and supporters are thanked appropriately.
- Ensure all records of donors are up to date and comply with data protection regulation.
- Support identification of prospects and hold a portfolio of prospects to convert into Friend or Love the Lyric Supporters.
- Manage relationships with in-kind corporate supporters including the Lyric's Hotel Partner, and Gala Corporate sponsors and supporters.

### Events

- Lead on organising fundraising events and development receptions at Press Nights, including creating guestlists, administrating logistics with the Development Trainee, space use and catering, looking after guests and post-event follow-up.
- Ensure all events that are included as benefits of membership schemes such as Love the Lyric are delivered across the year in conjunction with artistic planning.
- Plan and manage a series of cultivation events across the year to introduce individuals and businesses to the Lyric's work, and convert them to supporters.
- Manage the Challenge fundraising events such as sponsored sporting events, including recruiting participants and ensuring they meet their individual fundraising targets.
- Work with the Director of Development and other Lyric departments to think of and plan new events for fundraising opportunities such as Literary Evenings and young people's sharings.
- To lead and manage the annual fundraising Quiz Night, meeting the financial target of £6,500.
- To provide administrative support for the Lyric's biannual gala (next in November 2019). This will involve sourcing and keeping a log of auction prizes, writing copy for print and website, administrating invites and RSVPs, liaising with other Lyric departments regarding entertainment acts at the event, monitoring income and expenditure for the event and supporting post-event administration.

### Donations & Campaigns

- To administrate and liaise with other departments regarding bucket collection donations at the annual pantomime and other relevant productions, and source corporate match funding where possible.

- To liaise with the Box Office and Marketing teams to maximise income from the Play Your Part online donation scheme, and research and contact prospective supporters who donate through this channel.
- To work on select fundraising campaigns across the year including Christmas Community Ticket support from businesses and the Big Give Christmas Challenge.

### **Supporter Recruitment**

- To research, identify, approach and convert individual and corporate prospects under campaign umbrellas creating a robust pipeline of supporters.
- Organise prospect meetings and visits.
- Write and prepare correspondence and proposals, and make verbal 'asks' of prospective supporters where appropriate.
- Work with other departments such as the Marketing and Box Office teams to convert Lyric audiences and other networks into supporters.
- Work with Lyric Senior Volunteers including Trustees, members of the Development Committee and Corporate Advisory Board to expand networks, identify and approach prospective supporters.
- Build excellent relationships with key stakeholders and community groups to promote the Lyric's activities and charitable status.
- Open up new networks such as parent networks, local business community and resident associations.

### **Finance & Administration**

- Monitor the Development team's income and expenditure.
- Process donations, invoices, petty cash and credit card payments on a timely basis.
- Take responsibility for preparing the department's quarterly Gift Aid claims and submissions, including keeping up with any changes in Gift Aid policy.
- Represent the department at weekly scheduling meetings, confirming any events/meetings booked by the department.
- Take responsibility for the department's electronic filing.

### **Database**

- Take initiative in implementing processes on the Spektrix fundraising database.
- Record any updates, activities, and donations of existing supporters, trusts, and companies on the database.
- Log new donors, gifts and actions.

### **General**

- To keep up-to-date with developments in fundraising and data protection changes.
- Regularly attend Lyric shows to develop a sound knowledge of Lyric productions. This will include attendance at all press/first nights and other special events.
- Representing the Lyric at public events as agreed with the Director of Development.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities.
- To work at all times in accordance with the Lyric's Green Policy and Action Plan and to proactively develop and encourage environmentally sustainable practice, representing the Communications department at regular Green Team meetings.
- To adhere to the Lyric's Equality Policy, Diversity Action Plan and any other policies or plans the Lyric may introduce in the future.
- To act at all times in the best interests of the Lyric.

- To undertake any other duties as agreed with the Development Team as is appropriate to the post.

This job description is a guide to the nature of the work required of the Development Officer. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

## PERSON SPECIFICATION

### Essential

- Knowledge and understanding of fundraising
- Experience in administration and event planning
- Interest in and knowledge of theatre
- Interest in programmes for young people
- Experience of financial processing
- Excellent organisational skills
- Good time management skills and the ability to work at speed and under pressure
- High attention to detail with accuracy and ability to proofread
- Excellent communication and social skills, with the ability to deal with a wide range of people at all levels
- Creative approach with negotiation and problem solving skills
- Excellent team working skills with ability to act on own initiative
- High standard of written and spoken English
- A good degree of numeracy
- IT literate, with a good working knowledge of Microsoft Office packages
- Positivity, flexibility and enthusiasm with a desire to learn and develop
- Willingness to work occasional evenings and weekends

### Desirable:

- Experience of 'Making an Ask'
- Experience of raising money at events
- Experience of using Spektrix, including the fundraising module

## HOW TO APPLY

To apply for the post, please:

- Complete this **application form and statement** in type or black ink.
- Write a **covering letter** (no longer than two sides of A4) explaining why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form and statement, covering letter and Equal Opportunities Monitoring Form** by email to [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk), or by post to Chrissy Angus, Head of Administration, Lyric Hammersmith, King Street, London W6 0QL.
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **Monday 24 June 2019 at 10am**.

We look forward to receiving your application and thank you for your interest in the Lyric Hammersmith.

## INTERVIEW PROCESS

It is intended that initial interviews will take place on Wednesday 26 June 2019 with second round interviews on Monday 01 July 2019.

## GUIDANCE

Please read the person specification and job description carefully before starting your application and ensure that you meet all the essential criteria. Only relevant information will be considered when shortlisting applicants for interview. Your application will be kept on file for a maximum of 12 months and then destroyed.

## EQUAL OPPORTUNITIES

The Lyric values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy, and no job applicant or employee will receive less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, gender, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and an Official Partner of Parents in Performing Arts (PiPA).



## ACCESS

If you would like to submit your application form and covering letter in another format we would be happy to accommodate this. Please contact the Administration department on 020 8741 6822 option 2 or [lyricjobs@lyric.co.uk](mailto:lyricjobs@lyric.co.uk) to discuss a suitable alternative.

The Lyric has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. Please complete the Application Statement to help us with this. Please also state on the form if you have any access requirements for interview, or contact the Administration team to discuss.

## APPOINTMENTS

In line with the Lyric's Safeguarding Policy, any appointment will be made subject to a satisfactory enhanced Disclosure and Barring Service (DBS) disclosure. Disclosure information will be treated in the strictest confidence and shall only be seen by those who need to see it as part of the recruitment process. Only relevant information will be taken into account. The Lyric will not discriminate unfairly against any convictions or other information revealed.

All appointments are made subject to satisfactory references and proof of eligibility to work in the UK.