

Fundraising Development Manager Candidate Pack



A theatre for everyone
birmingham-rep.co.uk

the
Rep



Welcome

Established in 1913, The Rep has an unparalleled history as a pioneering repertory theatre and the launch-pad for some of the most exciting talent in UK theatre both past and present. Today it is a producing powerhouse with three auditoria - The House, 816 seats; The Studio, 292 seats; The Door, 133 seats - as well as extensive on-site production facilities: set building, scenic art, wardrobe, props workshop, lighting, sound/AV, stage and stage management.

Producing theatre is the core of The Rep's mission and it creates up to ten productions a year of varying sizes across its stages. Many are made in co-production with other theatres and commercial producers and all Rep-led productions are built in house. Alongside in house productions, the theatre presents a programme of visiting productions. The theatre also has an impressive creative learning and talent development programme delivering opportunities for thousands of young people every year.

Under the Artistic Direction of Joe Murphy, The Rep creates artistically ambitious, world-class theatre for everyone. It commissions and produces new work that is proudly made in Birmingham, and which lies at the core of the theatre's programme. Over the last 15 years the company has produced more than 130 new plays.

Being Our Fundraising Development Manager

The Fundraising Development Manager is responsible for the delivery and development of core fundraising income streams, including trusts and foundations, individual giving, membership and patron schemes, corporate support, one-off donations and fundraising campaigns.

The postholder provides senior operational leadership and delivery within the fundraising team, translating organisational strategy into deliverable income plans, managing and developing pipelines, constructing compelling cases for support and stewarding relationships with funders and donors. The role balances hands on income generation, insight-led planning and cross-department collaboration, supporting both core operations and artistic programme delivery.



Your responsibilities will include;

Strategic Delivery

- Contribute to and deliver an ambitious and sustainable fundraising strategy
- Contribute to and deliver engagement events as fundraising and prospecting tools

Trusts and Foundations

- Lead the development and submission of small and large scale, high-quality trust and foundation applications.
- Research, prospect and qualify prospective trusts and foundations aligned to creative and artistic programme
- Develop clear, compelling and fully costed cases for support
- Manage relationships with existing funders, including stewardship.
- Maintain an active trusts and foundations pipeline, tracking progress, risks and opportunities and reporting regularly to the Director of Fundraising.

Individual Giving and Membership

- Lead the delivery and development of individual giving income streams
- Oversee renewal, retention and supporter engagement strategies,
- Develop and implement donor journeys that support progression
- Cultivate and steward potential major donors and high net worth individuals
- Identify opportunities for income uplift for direct management or referral of high-potential donors to the Director of Fundraising for further cultivation.

Top: The Battle, 2026 Photograph credit: Helen Murray
Bottom: Little Red Riding Hood, 2023 Photograph credit: Graeme Braidwood



Your responsibilities will include;

Corporate Sponsorship and Engagement

- Contribute to and deliver an ambitious and sustainable fundraising strategy with detailed plans across all contributed income streams.
- Prospect, qualify, and develop corporate relationships
- Manage and grow corporate accounts
- Coordinate partnership planning and delivery
- Monitor pipeline performance and identify revenue opportunities

Campaigns and Fundraising Activity

- Plan and deliver fundraising campaigns and appeals,
- Coordinate campaign delivery across teams, including Marketing, Sales & Ticketing and Box Office.
- Oversee fundraising communications, digital donation journeys and supporter stewardship within campaigns.
- Monitor campaign performance, evaluate outcomes

Pipeline, Reporting and Insight

- Manage fundraising pipelines across trusts, foundations and individual giving,
- Use CRM data and reporting to identify trends, risks and opportunities
- Produce regular income reports and analysis and planning.
- Identify and champion improvements in systems use, data quality and reporting capability within the team.



Your responsibilities will include;

Collaboration

- Work closely with colleagues across the organisation to ensure fundraising is integrated into programme planning and audience activity.

Governance and Compliance

- Ensure fundraising activity complies with relevant legislation and guidance
- Support accurate financial recording, reconciliation and reporting of fundraising income.

If this could be you, further details are in the [role profile](#).



GDPR personal data notice

By applying, you consent to the secure processing of your personal data for recruitment purposes, in line with GDPR. We will store your information securely and used solely for evaluating your suitability for current and future roles. For full details, please see The Rep's Privacy Policy on our website.

Diversity Monitoring

Our ultimate aim is to have diversity of all kinds in every layer of the organisation and to help us keep track of our progress, we kindly ask you to answer Equality and Diversity questions alongside your application. Your responses will not be shared with the recruiting managers.

Safeguarding

The Rep is committed to safeguarding and promoting the welfare of children, young people, and adults at risk. We foster a culture where all staff and volunteers are expected to report concerns regarding vulnerable individuals or the conduct of colleagues and others they encounter. As part of our safer recruitment practices, the suitability of all prospective employees and volunteers is thoroughly assessed. Roles involving regulated activity will require an Enhanced DBS check.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





Your Birmingham Rep

The Rep is a Disability Confident Employer and we participate in the 'Offer an Interview' scheme. This means we will offer an interview to anyone who is D/deaf or has a disability for the post who meets the minimum criteria.

By 'minimum criteria' we mean that you must provide us with evidence in your application form which demonstrates that you generally meet the level of competence required for each competence (or could with reasonable support), as well as meeting any of the qualifications, skills or experience defined as essential in the person specification. If you would like to apply under this scheme please select this option on our application portal.



Top: *A Thousand Splendid Suns*, 2025 Photograph credit: Ellie Kurttz
Bottom: *Sherlock Holmes and the 12 Days of Christmas*, 2025 Photograph credit: Pete Le May



There's no such thing as perfection

At the Rep we don't expect or look for the 'perfect candidate', instead we look for people who can positively contribute to our team. In return you will be given support, encouragement and all the right conditions to grow, succeed and be your best. We are committed to creating an inclusive workplace where difference is a strength and every unique voice and skill is recognised and valued.

For us, recruitment is more than a match against a job description, it's about feeling excited to come to work every day and being proud of who you work with and for. We believe The Rep is for everyone, so however you identify, whatever your background, if you feel excited about this role then we urge you to please apply.

It's important to us that The Rep reflects the communities we serve and therefore we particularly welcome applicants from the global majority and D/deaf & disabled communities as these groups are not as well represented as we want them to be. We have experience in supporting individuals to Access to Work requests and encourage any and all staff who may benefit from the scheme to use it. We will always try to make the adjustments needed so that you can perform to the best of your ability and professionally thrive in a supportive and engaging environment. We want our Rep to be culturally informed and accessible to all, so we encourage you to celebrate and share your own cultural experience and knowledge of our city proudly in your application.