

# MOUNTVIEW

## Job Description

<b>JOB TITLE:</b>	<b>Campaign Director (Fixed Term Contract)</b>
<b>RESPONSIBLE TO:</b>	<b>Executive Director</b>
<b>RESPONSIBLE FOR:</b>	<b>Development Manager</b>
<b>WORKS CLOSELY WITH:</b>	<b>Board of Trustees and Development Advisory Board Capital Committee and Capital Project Team Principal &amp; Artistic Director and Executive Team Commercial Director and Head of Press &amp; Marketing Development Officer</b>

### BACKGROUND TO POSITION

Mountview has provided world-class drama training for actors, directors, stage managers, technicians and creative producers for over 70 years. The school has an impressive track record in providing non-traditional routes to training, partnering with arts organisations in a UK-wide scouting scheme and running an extensive outreach programme. 50% of students receive bursaries and Mountview's acting cohort is the most diverse of all their peer schools. Graduates have extraordinarily high rates of success, with 95% going on to work in the industry within a year of graduating.

Mountview has recently launched an ambitious project to move from its current home in north London to purpose-built premises in Peckham, the vibrant heart of Southwark. The new development is a public, cultural building, housing world-class training and performance facilities, and uniting the next generation of talent with local and professional artists through training courses, apprenticeship programmes, and two theatres. We will also provide the local community and young people with skills development opportunities and routes into training. There is nothing else like it in the UK.

The total cost of the project is £28.3m and 80% of the funds have been secured through a finance facility with Southwark Council. To secure the remaining funds needed to complete the project, we have a £6.5m fundraising target. We have raised 64% of this target to date through major gifts from Trusts and Foundations (including the Backstage Trust, Garfield Weston Foundation, Sackler Trust, Foyle Foundation and Fidelity UK Foundation) and a number of individuals. We currently have a bid in with the GLA for circa £850K, which we expect to hear back about in early March. We are now entering the theatre fit-out phase of the campaign, for which the target is circa £1.5m.

Work started on site at the end of April 2017 and we are now over halfway through a 61-week build. Practical completion is due in mid July 2018. We aim to become operational in autumn this year with staff moving in through the summer and students starting their studies in the new building at the end of September. We plan to undertake the theatre fit-out during the autumn with a view to opening the theatre and officially opening the new building for public purposes in the spring of 2019. This means the commercial operators will open in the autumn, but the Community Academy and public programmes will be launched at the same time as the theatre. This is a great publicity moment to seal the campaign.

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## **MOUNTVIEW TEAM**

Mountview, and the capital project, are led by Principal & Artistic Director Stephen Jameson and Executive Director Sarah Preece. Stephen is an experienced actor and director and was previously Associate Director at LAMDA. Sarah is a Clore Fellow and was Director of Finance at the Royal Court Theatre and Executive Director at Battersea Arts Centre.

We have an immensely experienced Chairman in Vikki Heywood who previously led the capital campaigns for the Royal Court and RSC and now chairs the RSA and 14-18 Now. We have a strong Board and Development Advisory Board of specialists and industry professionals.

The theatre is being designed by leading theatre consultants Charcoal Blue as part of Mountview's design and build team which also includes architect Carl Turner Architects, Structural Engineers Eckersley O'Callaghan, Mechanical & Electrical Consultants Skelly & Couch, Project Managers Baqus and builders Gilbert-Ash, who recently built the Stirling Prize-winning Liverpool Everyman.

Our fundraising campaign was launched in October 2016 with a short fundraising film (<https://youtu.be/qg6UbOYkQg0>) and with a series of In Conversation Events at the Hospital Club where we hosted, amongst others, Graham Norton, Twiggy Lawson, Dame Judi Dench, Sir Peter Bazalgette, Sir Ronald Harwood and Indhu Rubasingham MBE.

## **DEVELOPMENT TEAM**

Our current Head of Development has, after two years of sterling work, decided to move on and is taking up a senior role at the British Library. Her leaving date is mid April and recruitment for her replacement is currently underway.

The Campaign Director will oversee and manage the Development office in any interim period. The replacement for the current Head of Development is envisioned as a Development Manager who will be line managed by the Campaign Director. We believe we can create an opportunity for an experienced but emerging practitioner to enter Mountview then step into a more senior role with a focus on revenue towards the end of the capital project.

We also have a Development Officer in the team who will support the two roles above. This means for the duration of the capital campaign there is a clear reporting structure and suitable capacity to deliver the final capital target and build relationships for legacy funding in the future.

## **MAIN PURPOSE OF POSITION**

The primary aim of this post will be to secure the outstanding target sum for Mountview's capital project with a focus on the specialist fit-out of the new building, including the 200-seat main theatre and 80-seat black box studio. This building-wide fit-out, particularly the theatre spaces, affords opportunities for naming rights and seat campaigns which are yet to be activated.

We have a strong fundraising strategy to secure the remaining funds and are seeking a candidate to take responsibility for delivering this strategy for the remainder of the campaign.

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## KEY RESPONSIBILITIES

- Work with the Executive Team, Board and Development Advisory Board to secure the remaining capital campaign fundraising target from trusts, foundations, statutory sources, individuals, corporates and gifts in kind.
- Devise and build on the current fundraising strategy, and ensure any revised campaign plan is in line with the strategy.
- Undertake site visits with funders and deliver other engagement and cultivation opportunities
- Creatively brainstorm and identifying new prospects and sources of support.
- Devise and build on the current case for support, to include a focus on the funds needed to complete the fit out of the theatres and possible naming opportunities.
- With support from the Development Officer role, cultivate relationships with Mountview's alumni.
- Identify prospects, building and managing, along with the Development Manager and Development Officer, a robust prospect pipeline of major donors through the steps of solicitation to secure gifts for the campaign.
- Along with the Development Manager and Development Officer oversee manage a calendar of events taking responsibility for the planning, logistics, guest list management, event briefing, running and coordinating follow up.
- Support the team to maintain accurate records of all gifts, approaches and communication with prospects on Mountview's fundraising database, Spektrix.
- Take responsibility for the on-going stewardship of donors to the capital campaign, to include regular formal and informal reporting.
- Seek opportunities to develop prospects for capital and revenue and work with Mountview's Development Manager to build a strategy to convert capital donors into revenue supporters.
- Line manage the Development Manager, and oversee and manage the Development office.

## ADDITIONAL INFORMATION

The post holder must at all times carry out their responsibilities with due regard to Mountview's policy and commitment to Equal Opportunities.

The post holder must accept responsibility for ensuring that Mountview's policies and procedures relating to Health and Safety in the workplace are adhered to at all times.

The post holder must respect the confidentiality of data stored electronically and by other means in keeping with the Data Protection Act.

The post holder must carry out their responsibilities with due regard to the non-smoking environment of Mountview.

This post is based currently at Wood Green, London N22, but with relocation to new premises in Peckham, London SE15, planned in autumn 2018.

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

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## TERMS AND CONDITIONS

**Salary:** Competitive, depending on experience.

**Contract:** Fixed term – contract length and working hours flexible depending on the candidate. Evening and weekend work may be required, as agreed with the post holder and determined by the needs of the business.

**Note:** Mountview would consider creating a part time post for the right candidate.

**Holiday:** 28 days in the first year, including bank holidays, pro rata, rising with length of service thereafter. Mountview currently closes during the Christmas break, normally totalling up to 7 days, excluding bank holidays. This is an operational closure period and does not form part of annual leave entitlement, however staff employed by the Academy at that point will be paid for the total period.

## CLOSING DATE

The closing date for completed applications is **Wednesday 28 February at 9am.**

## INTERVIEWS

Interviews are expected to take place in the week commencing **Monday 5 March.**

## HOW TO APPLY

Please send a **covering letter** stating why you are interested in the post and your current salary, along with the **completed application form** by email (preferred) to [alistairowen@mountview.org.uk](mailto:alistairowen@mountview.org.uk) or by post to Alistair Owen, HR Administrator, Mountview, Clarendon Road, London N22 6XF. All applications will be acknowledged. Late applications will not be considered.

Mountview is committed to diversity and is an equal opportunities employer.