



Membership and Events Manager Recruitment Pack July 2022



Thank you for your interest in joining Polka

We are...*"The place to be for children's theatre"* ayoungertheatre.com and *"one of the best-equipped kids' theatres in the world"* Time Out.

This recruitment pack is designed to tell you more about us, the job role you would be doing, the skills and knowledge you would bring to the role and the qualities and values we're looking for. It also explains how you can apply and the interview process.

If you have any feedback or questions about this recruitment pack or require it in a different format, please let us know. We can be contacted on 020 8543 4888 or email ed@polkatheatre.com

If you would like to have a chat about this role in more detail, please call Sarah Ruff, Head of Development on sarah@polkatheatre.com

Thank you for reading this pack and, if you decide to apply, we look forward to receiving your application by **9.00am on Monday 8 August 2022**



Working, Wellbeing and Learning at Polka

Polka's commitment as an equal opportunities employer means we are keen to encourage applications from people from the Global Majority, people across the gender spectrum and people who self-identify as disabled, who are underrepresented in our sector. Our newly redeveloped venue is accessible for wheelchairs and prams/buggies; most spaces can be accessed step-free.

As a children's theatre we are generally open during the daytimes and weekends, rather than evenings, making us well suited to people who have families and/or other caring responsibilities outside of work. As a community rooted venue, we are also well suited to people who live nearby and are looking to work locally, rather than travel into or through central London. Our environment is important to us, and we have radically improved our building's sustainability, and our Green Team help to implement practical operational changes.

We want to help people achieve their potential while working at Polka. We prioritise our mental health and the culture of working at Polka by having regular team days to share and learn from each other, providing the opportunity to work flexibly (subject to the type of role) and a range of social events. We invest in our people through training opportunities which help us learn and understand more about working together. Recently this includes trans-awareness, equality, diversity and inclusion and mental health awareness.

You can find out more about the benefits of working at Polka under the 'Contract Terms and Benefits' section below.



About Polka

Polka is a pioneering national theatre for children based in Wimbledon, South West London. The first UK venue to be created exclusively for young audiences, we celebrated our 40th anniversary in 2019. We are one of just a handful of dedicated children's venues in the UK. Presenting a year-round programme of new work made at Polka, visiting shows, and Creative Learning activities for 0-12 year olds, we continue to pioneer developments in children's theatre, nurture artistic talent in the sector, and maintain an international reputation while serving local communities.

Polka is a charity and Arts Council England National Portfolio organisation. Our mission is to empower children to navigate their world through inspirational theatre and creative experiences. Around 100,000 people visit us each year and a further 18,000+ take part in creative learning and community activities. We involve children at every stage of the creative process and lead the way in Early Years theatre for under 6s together with our academic collaborators and the Culture Europe funded Mapping programme.

Inclusivity is and always has been an integral part of the company's offer. In 2007, Polka pioneered relaxed performances for children on the autistic spectrum, a model which continues to be replicated across the cultural sector. We run a free ticketing scheme, enabling children from deprived areas to experience live theatre for the first time, and a range of initiatives that provide opportunities for children with particular access needs or who live in challenging circumstances to participate in our activities. We offer opportunities for all children and families regardless of age, ability, culture or background, to engage in theatre.

This is an exciting time to be joining Polka. Our redeveloped venue opened to the public in summer 2021. Since opening our Wimbledon home in 1979, over 3.5 million children, parents, teachers and carers have been through our doors and we now have an opportunity to redevelop and reimagine Polka for future generations.

Our website (www.polkatheatre.com) gives you more information about us. We are funded by Arts Council England, London, registered charity number 256979.

What sort of people work with us?

We are looking for people who share our mission, vision and values through their work. As part of our team, you will be conscientious, proactive and reliable in your approach to work and have a willingness to learn and adapt to changes. We support and champion each other. You don't need to have a degree, specialist arts qualification or years of experience to work with us. We will support you to fulfil your full potential in your role.

Mission To empower children to navigate their world through inspirational theatre and creative experiences.

Vision Improving children's lives, bringing communities together, creating ground-breaking theatre.

Our values:

Child-centred placing children at the heart of everything Polka does.

Community engaging our diverse communities of children, families, educationalists and artists.

Excellent pioneering, adventurous, offering the highest quality.

Memorable creating magical, meaningful experiences.

Inclusive welcoming, accessible, nurturing, supportive, representative.





Who do we need for this role?

This is the role for you if you:

- Would like to work for a pioneering national theatre for children.
- Enjoy organising fundraising events.
- Are creative, personable, dynamic and great at communicating.

Activities you will lead on include running an exciting programme of events, our philanthropic membership scheme Polka Heroes, and an annual online fundraising campaign. Through these and other activities you will be promoting and celebrating Polka's mission as a charity, seeking to attract people to give Polka a gift of money. You will be joining a friendly and supportive development team at an exciting time, as Polka flourishes following the recent £8.7m capital fundraising campaign, Future Polka. You will inherit a strong base of loyal donors and strong leads for new business, making this a great opportunity for someone who is ready to take a step up in their career. You will line manage the part-time Events and Campaigns Assistant.

Contract Terms and Benefits

This role is full time and permanent. We will consider applications for flexible working and job-sharing so please let us know your preference for this in your application. It is normally based at Polka Theatre 240 The Broadway, Wimbledon, London SW19 1SB.

Job title for this role is Membership and Events Manager. Your manager will be the Head of Development. You will be responsible for part-time the Events and Campaigns Assistant.

Salary is £28,000 per year.

Hours of work are 35 hours per week excluding a lunch break of 1 hour, worked over 5 days Monday to Friday. You may need to work some additional hours, including evenings and weekends, and travel out of London when required (we operate a Time Off In Lieu, known as 'TOIL' system).

Holiday 20 days per year plus bank/public holidays.

Pension and benefits

- After 3 months you will be automatically enrolled into NOW Pensions scheme in accordance with statutory deadlines and contributions.



- Flexi-time – you can start work anytime between 9am and 10am and work the corresponding 8 hours (with one hour for lunch) within the needs of the organisation.
- Complementary tickets for all Polka productions subject to availability.
- Discount in Polka's café and shop.
- Regular social activities and team days.

Probationary period your appointment is subject to satisfactorily completing a 3-month probation period. Your notice period during probation is 2 weeks for both you and Polka.

Notice period 2 months for both you and Polka.

Job Description

Here are more details about the responsibilities for this role:

Fundraising

- Managing, delivering and evaluating Polka's annual fundraising events. This includes two major fundraising events per year for example Polka's annual Christmas VIP Party: The Big Bash.
- Managing Polka's Heroes membership scheme. This includes maintaining relationships with existing corporate, school and individual members as well as driving opportunities to attract new members.
- Oversight of related stewardship events (co-ordinated by Campaigns and Events Assistant).
- Implementing one online fundraising campaign per year for example participation in The Big Give.
- Managing and delivering the communications and marketing needs per segment of donors/donor prospects, in liaison with the Marketing Team where necessary.
- Managing and delivering the logistics per event/campaign including dealing with suppliers, liaison with colleagues including creative teams and volunteers, and sourcing auction and raffle prizes.
- Managing event budgets and ensuring all income is collected speedily (budgets are signed off by the Head of Development).
- Contributing to the Head of Development's strategy planning regarding Individual Giving. This includes brainstorming ideas for fundraising events and campaigns, helping to design the donor journey and participating in an annual strategy day
- Making sure donors are stewarded efficiently and to a high standard including, drafting and delivering any agreements with donors, and checking accurate crediting.

People

- Coordinating and liaising with the Development Working Group: a loyal group of volunteers who support the team with fundraising.
- Providing support to the wider Development Team as required.
- Managing the workload and tasks of the part-time Events and Campaigns Assistant, making sure they have a steady and varied flow of work and the training required to fulfil a valuable and busy admin support role.

Administration

- Maintaining up-to-date records including through Polka's Spektrix CRM system while ensuring the security of personal data in line with the latest GDPR guidance and Polka's Privacy Policy.
- Contributing to the strategic development of how Spektrix is managed and exploited by the Development Team.
- Establishing new Individual Giving processes as required e.g. back-end website forms and systems.
- Administering and processing donor payments including Gift Aid.
- Maximising Gift Aid income.

General

- Maintaining a comprehensive understanding of Polka's upcoming productions, artistic development activity and Creative Learning programmes.
- Attending Polka productions and Creative Learning activities and being aware of the work of Polka's other departments

All team members are expected to

- Champion and honour Polka's vision and values (you can find these on the previous pages).
- Maintain confidentiality and abide by Polka's policies and procedures.
- Follow Health and Safety rules at work.
- Follow Safeguarding rules and legislation.
- Actively ensure Equality, Diversity and Inclusion is part of Polka's culture.
- Contribute to Polka's Environmental Action plan by thinking and working sustainably.
- Contribute towards Polka's fundraising goals, this may include research, writing applications, advocacy and managing relationships.
- Take part in operational teams to help share learning, find joint solutions and drive change.
- Participate in all training, development and wellbeing initiatives as required.
- Undertake any other duties as may be reasonably required.



Person Specification

In your application, please make sure you show us how you would bring the following skills, knowledge and experience, that we are looking, for to this role. We value the different experiences that people bring to a job role and will always look to provide opportunities for you to learn more about your job role and help you gain more experience working at Polka. There are some areas we have suggested are beneficial but not essential to have.

1. Proven ability to proactively organise events, campaigns, and people, giving the attention required, within a set timeframe or by a deadline.
2. Proven ability to work towards and achieve income targets.
3. Proven ability to write and speak eloquently and present with confidence.
4. Ability to use Microsoft Office: Outlook, Word, Excel, PowerPoint and a CRM database (CRM stands for Customer Relationship Management).
5. Ability to work well in as a team (in a group of people) and independently (alone) in a creative way, sharing a passion and enthusiasm for Polka's work.
6. Ability to deal with a diverse range of people at all levels using tact, diplomacy, and patience.
7. Hands-on experience working in fundraising or membership - this doesn't have to be in the performing arts sector.
8. Direct experience of fundraising for a performing arts charity – this could be as a volunteer.

You will be required to have a valid [Disclosure and Barring \(DBS\) certificate](#) or be willing to undergo an enhanced DBS check (at Polka's expense) if a job offer is made subject to this being obtained.

How to apply

Deadline 9.00am Monday 8 August 2022.

Interview week commencing 15 and/or 22 August 2022.

Ideal start date as soon as possible.



Please complete and send the following to Sarah Ruff Head of Development at sarah@polkathatre.com or post it to them at Polka Theatre, 240 The Broadway, Wimbledon SW19 1SB. Remember to include *Membership & Events Manager* as your email subject line or on the envelope.

- Current CV and short cover letter telling us how you meet the Person Specification.
- If you would prefer, you are welcome to send us a short video or audio file (no longer than 5 mins), telling us about yourself, your current and previous job roles and/or work experience, as well as your knowledge, skills and experience.

Please also complete/send us:

- Privacy notice form – download it, as a Word document, from our [website](#)
- Complete our Equality Monitoring survey by visiting [Survey Monkey website](#)

The Equality monitoring survey is anonymous and is not sent to the person who receives your application. It helps us understand whether we are succeeding in promoting equality of opportunity and encouraging representation. It is completely separate from your application, and we do not connect the two.

Once you have sent us the documents above, by the deadline, we will let you know we have received your application.

Interview Process

We will shortlist the applicants we would like to meet for an interview. Our shortlisters will be looking for you to have done the following:

- Sent us a completed application before the deadline.
- Clearly shown us how you share our values and the things we've mentioned in the 'What sort of people work for us?' section above.
- Given us examples of how you meet the points in the 'Person Specification' section above.
- Given us relevant information about your work history/experience and any training (remember to make sure to tell us about any gaps when you weren't working).

We will offer interviews to the applicants who have shown us these things most strongly.

All applicants will receive a response from us to confirm whether or not they have been selected for an interview. We aim to give at least half a weeks' notice ahead of the interview date.

Interviews will be held in person at Polka Theatre with Sarah Ruff, Head of Development and one other member of staff during the week commencing 15 or 22 August. Interviews can be arranged via Zoom if needed. We will let you know if there is anything in particular that we need you to prepare in advance.

All applicants who attend an interview will be offered feedback. It is not possible for us to give individual feedback if you have not been selected for an interview.

Thank you very much for your interest in this role. We look forward to hearing from you.

