



Development and Events Manager Recruitment Pack April – May 2024



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.

Polka Theatre is a pioneering and unique children’s theatre venue, staging exceptional productions and developing industry-leading Creative Learning experiences which are accessible for all children to enjoy.

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 tells you about our perks and benefits, for all employees and 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 Georgina Davey, Head of Development on 020 8545 8327 or email georgina@polkatheatre.com

Thank you for reading this pack and, if you decide to apply, we look forward to receiving your application by **9am on Thursday 16th May 2024.**

About Polka

Polka is a pioneering national theatre for children based in Wimbledon, the first UK venue created exclusively for young audiences. Opened in 1979, we are one of just a handful of dedicated children's venues in the UK. Since then, over 3.5 million children, parents, teachers and carers have been through our doors. Following our £9m redevelopment in 2020/21 we now have an opportunity to reimagine Polka for future generations.

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.

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





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 wheelchair accessible.

As a children's theatre we are generally open during the daytimes and weekends, rather than evenings, making us suited to people who have families and/or other caring responsibilities outside of work. As a community rooted venue, we are also 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, 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.

Perks and Benefits

We continually strive to make Polka an even greater place to work. We listen to feedback and conversations with staff at team days. By doing this, we recently reviewed our perks and benefits package and are delighted to make enhancements and add new ones, which are:

- **Flexi-time** – after your first day, 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.
- **Extra holiday** – after 1+ year of service an extra day per year, up to 5 extra days.
- **Volunteering days** – up to 2 days off per leave year (pro rata).
- **Sabbatical unpaid leave** – after 3+ years' service.
- **Cycle to work scheme.**
- **Season ticket loans.**
- **Emergency small loan scheme** for salaried and regular casual staff.
- **Pension** – after 3 months you will be automatically enrolled into NOW Pensions scheme in accordance with statutory deadlines and contributions.
- **Additional pension** – an additional 1% of employer pension contribution above statutory minimum after 1 year of service.
- **Complementary tickets** – for all Polka productions subject to availability.
- **Polka's Café and shop** – generous discounts.
- **Local discounts on shopping,** dining and entertainment through Love Wimbledon card membership.

- **Leisure centre and spa** – corporate discounted rate with local gym, swimming pool and spa around the corner from Polka.
- **Discounted parking** if you need to drive to work, subject to availability.
- **Regular social activities** and team days.



The Polka Team

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.



This is the role for you, if you:

- Would like to work for a pioneering national theatre for children.
- Enjoy planning and delivering fundraising events, which leverage immediate and ongoing support for the charity.
- Want to help a charity inspire supporters and build quality relationships with them, by telling the story of our impact.
- Are creative, personable, dynamic and great at communicating.

Polka is seeking a Development and Events Manager to coordinate Polka's individual giving programmes and manage a portfolio of corporate supporters. As a key member of the Development Team, this is an exciting and rewarding opportunity to help shape Polka's future as a leading children's theatre.

The Development and Events Manager will help donors feel inspired, appreciated, and compelled to support Polka. You will do this through high-quality communications and events for Polka's donors, potential donors and corporate partners. The postholder will devise and coordinate a varied annual programme of stewardship and cultivation events and take a proactive role in attracting new supporters. The postholder will play a key role in delivering Polka's annual major fundraiser and other large-scale fundraising events. The Development and Events Manager will work closely with staff across Polka, as well as Trustees and the Development Working Group, to help ensure we achieve fundraising targets.



The Development and Events Manager will line manage the Campaigns and Events Assistant. They will support you in ensuring accurate record keeping, processes and systems on Spektrix and timely communications with donors. They also look after smaller cultivation events, which the Development and Events Manager oversees.

Job Description

Here are more details about the responsibilities for this role:

Individual Giving and Corporates

- Manage Polka's regular individual giving programmes including Heroes, Superheroes, Guardians and Name a Seat. This includes managing renewals, thank you letters, acknowledgements, reporting, and benefits in line with Gift Aid.
- Manage a portfolio of corporate donors and sponsors. Oversee partnership agreements and benefits based on level of support or sponsorship such as tickets, discounts, and special events.
- Ensure donors feel inspired, appreciated, and compelled to support Polka through excellent relationship management, high quality communications, insights and events.
- Take a proactive role in attracting new individual and corporate supporters through research, networking and relationship building including with the Development Working Group and key Polka stakeholders.
- Drive opportunities to retain the support of existing donors, increasing their level of giving and building their long-term engagement with Polka.
- Share and showcase Polka's work and impact to current/potential donors and corporate partners through engaging and high-quality communications in print, online and digital. Deliver communications through segmentation of donors and donor prospects, with input from the Marketing Team where necessary.

Development Events

- Devise and lead on a varied annual programme of stewardship and cultivation events which will be delivered with the support of the Campaigns and Events Assistant. This may include individual tours, group behind-the-scenes visits and family days.
- Play a key role in Polka's major fundraising events and campaigns. Lead on delivery of at least one annual fundraiser such as the Big Bash/Big Give or Artists' Dinner. This will include logistics, communications, liaising with suppliers, helping to source auction and raffle prizes, working with staff, trustees, development working group and volunteers.
- Work with the team to deliver online fundraising campaigns as appropriate, for example, participation in The Big Give.
- Ensure events are delivered within budget and source in-kind and/or financial support to help cover costs where possible.

Wider fundraising

- Play a key role within Polka's Development team and provide wider support as required including contributing to internal/external income reporting and working as a team to reach financial targets.

- Contribute to the overall development strategy at Polka with a focus on individual giving and corporates. This includes brainstorming ideas for fundraising events and campaigns, helping to design the donor journey and participating in an annual strategy day.
- Build positive working relations with staff across Polka, as well as Trustees and the Development Working Group, a loyal group of volunteers who support the team with fundraising.
- Line-manage the Events and Campaigns Assistant (part-time), making sure they have a steady and varied flow of work and the training required to fulfil a valuable and busy admin support role.

Development Administration

- Administer and process donations and payments in line with Gift Aid and VAT rules to ensure timely reporting and thanking of all donors.
- Maintain 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.
- Contribute to the strategic development of how Spektrix is managed and used by the Development Team.
- Establish new membership processes as required e.g. back-end website forms and systems.

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, persuasively 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.



Contract Terms

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 Development and Events Manager. Your manager will be the Head of Development. You will be responsible for the Events and Campaigns Assistant (part-time).

Salary is £32-33,000 per year.

Hours of work are 40 hours per week including 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 28 days per year including bank/public holidays (after 1+ year of service an extra day per year, up to 5 extra 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 3 months for both you and Polka.

How to apply

Deadline 9am on Thursday 16th May 2024

Interview Friday 24th May 2024

Ideal start date June 2024

Please complete and send the following to Georgina Davey, Head of Development, at georgina@polkatheatre.com or post it to them at Polka Theatre, 240 The Broadway, Wimbledon SW19 1SB. Remember to include *Development and 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 Georgina Davey, Head of Development and Lynette Shanbury, Executive Director on Friday 24th May 2024. Interviews can be arranged via Zoom if needed in the first instance.

We will send you some of the interview questions the day before. 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.