

## **STRATEGIC DEVELOPMENT DIRECTOR**

**Closing Date: 5pm Friday 20<sup>th</sup> March 2020**

**Interviews: First stage w/c 23<sup>rd</sup> March, second stage w/c 30<sup>th</sup> March 2020**

**Fee: £16,000 (£200 per day for x40 days per year)**

**Contract: 24-month freelance contract**

**Applications should be sent electronically to: [chesca@imagineiftheatre.co.uk](mailto:chesca@imagineiftheatre.co.uk)**

**To apply please send your CV and covering letter outlining your reasons for applying for the post; how your experience and skills support your application; and any other information you believe is relevant.**

*Imagine if* is a theatre company established in 2014 that seeks to change lives through theatre, we create thought-provoking productions about real societal issues for real people, in the here and now. These productions are toured nationally to theatres, community centres and prisons. *Imagine if* also delivers specialised theatre interventions in UK prisons; our flagship intervention, 'Bird on the Wing', is for prisoners due for release, which uses evidence led theatre techniques to address several risk factors for criminal behaviour, including interpersonal skills, communication skills, employability and personal narratives. We have gone from strength to strength over the past five years including working internationally with theatre companies in India and in prisons across America and bringing in funds of over £250,000 to work with some of the most marginalised people in society through the arts. *Imagine if* allows people to 'imagine if' within their own lives through the arts.

***"Absolutely amazed at the transformation of these men. Brilliant to see and experience!"***

*Senior Prison Officer, HMP Leeds, 2017*

We are seeking a Strategic Development Director (SDD) based anywhere in the UK to join the company at this crucial time in its development. Along with the Board and the Artistic Director, the SDD is accountable for the overall resilience, success and long-term growth of the company. The SDD will support *Imagine if's* strategic and artistic vision, ensuring our relevance and long-term sustainability. They will be responsible for a range of tasks including implementing our strategic plans to develop and sustain our overall offer. You will work alongside the Artistic Director and Community Director of Prisons to complete the leadership team of the company.

***"The piece segues effortlessly between beauty and terror, the script as smooth and changeable as the actors' bodies. We laughed and cried and at one point my heart jolted in my ears."***

*4 stars, Theatre Bubble*

**The main objectives of the Strategic Development Director post are to:**

- Initiate a three-year strategic plan focused on work within the Criminal Justice System
- Integrate the CJS strategy with the overarching artistic objectives for the company
- Develop and maintain partnerships within the CJS
- Identify and raise funds to double company turnover within the next two years
- Position the company to apply for core funding (including Arts Council NPO)
- Build further capacity within *Imagine if* through fundraising and establishing the part-time posts of General Manager and a Support Worker

**Main Duties and Responsibilities:**

- Develop the long-term strategic plan for *Imagine if*, working in close collaboration with the Board, staff and other key stakeholders to realise agreed goals
- Responsible for the successful development and implementation of *Imagine if's* Business Plan, and Arts Council England NPO application
- Responsible for writing *Imagine If's* funding bids
- Develop and implement effective fundraising strategies, building productive and strategic relationships with new/existing funders and external stakeholders, particularly within CJS
- Develop and implement greater commercial exploitation of *Imagine if's* work
- Ensure the work for and with our participants, artists, and audiences remains integral to the organisation's ethos and delivery, offering exemplary programmes in the CJS
- Create a culture of long-term focus and planning, delivering sound financial management through exploitation of sources of income generation
- Ensure appropriate systems are in place to safeguard the resilience of the company and accurate financial reporting is in place

**Essential Experience Criteria:**

- Experience of strategic and business planning, policy setting and implementation, financial monitoring and managing budgets
- Proven experience of successfully developing earned income streams, along with significant experience of writing successful funding applications in excess of £50K
- Demonstrable experience in initiating, managing and sustaining effective partnerships with a diverse range of organisations and individuals
- Experience of working with local authorities and public funding bodies

**Desirable Experience Criteria:**

- Experience of leading and managing people and working with creatives
- Experience of senior/executive level leadership in a subsidised or commercial arts organisation and/or a VCSE organisation
- Professional experience of working in the CJS sector

**Essential Skills:**

- Good financial/strategic planning skills
- Ability to balance artistic risk-taking with financial viability
- Ability to partner and to build long term trusted relationships
- Ability to represent the company to a broad range of stakeholders
- Excellent communication and presentation skills
- Ability to prioritise workload and manage a range of tasks simultaneously
- Ability to work under pressure, and in a rapidly changing environment
- Excellent attention to detail
- Computer literate, including the ability to use Microsoft Office

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**We look forward to receiving your application!**

***“This course has already built my confidence, self-esteem and communication skills more than private therapy or counselling ever could”***

*Bird on the Wing Participant, 2020*

★ ★ ★ ★ ★ *North west End*  
★ ★ ★ ★ ★ *The Stage*  
★ ★ ★ ★ ★ *West End Wilma*