

# RECRUITMENT PACK

TRAVERSE  
THEATRE



TRAVERSE THEATRE

# HEAD OF DEVELOPMENT

A photograph of two young men cheering enthusiastically. The man on the left is wearing a green t-shirt and has a beard. The man on the right is wearing a blue and black striped tracksuit and is holding a green cap over his head. They are both smiling and shouting, with their fists clenched in a celebratory gesture. The background is a clear blue sky.

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# THE ORGANISATION

The Traverse is seeking an inspirational individual to join the team in the position of **Head of Development**, joining at a pivotal point as we embrace our seventh decade as a leading force for the arts. Throughout our history the Traverse has represented the past, present and future champion of bold storytelling, and this role will play a key part in continuing this vital work.

This pack outlines our organisation, the role, and how the appointee will work to compliment our existing team and ambitions. We are immensely excited for what the Traverse can - and will - achieve in our community, nationally and across the globe, as a key proponent of Scotland's cultural voice.

We are eager to hear from pioneering thinkers equipped with innovation and enterprise to help drive our future successes, shaping the next chapter for ourselves and the future of creative writing. If you are curious about the world, empowered by creativity and enjoy inspiring positive change, we are delighted to hear from you!

**Linda Crooks**  
**CEO & Executive Producer**



## OUR VISION

To be an inspiration for creativity for our audiences, artists and participants, instilling a lifetime of memorable experiences and empowering a cultural voice for all.

## OUR MISSION

To nurture and strengthen engagement in trailblazing creativity, developing shared experiences that bring joy, explore the world around us, connect with the lives of others, and spark a vital curiosity in what it is to be human.

Bold storytelling with the  
power to change lives.



# OUR VALUES

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The Traverse is guided by six central pillars. These values express the way we will work to deliver our vision. They are the qualities that outline the character of the company for staff, artists with whom we work with, and audiences. We expect the successful candidate to be the embodiment of these values.

## CREATIVITY

We celebrate and champion imaginative thinking, and believe in the creative potential of everyone. We seek to discover and nurture fresh voices by providing a platform for breakthrough directors, writers and theatre makers.

## INNOVATION

We embrace change and champion enterprising thinking within the cultural sector. We aim to push boundaries, think out of 'our' box, stretch possibility, drive new developments and be bold in our practice.

## RESILIENCE

We work with integrity and respect, are business-like and professional. We are a charity and public benefit is our business. We exercise a duty of care for the artists we work with, our audiences, partners and participants.

## INCLUSIVITY

We welcome everyone to be part of the Traverse experience, to hear and value their opinions and inform our decisions. We provide safe spaces to enable artists, theatre-makers and audiences to ask questions and seek answers.

## COLLABORATION

The Traverse team works in collaboration with one another, and all of our external partners, to create, curate, and deliver the best possible programme and experience for audiences and artists alike.

## ENGAGEMENT

We tell stories for, with and by our communities in Edinburgh, Scotland, and globally. Our commitment to identifying talent from across society nurtures self-expression, cultural identity and inspires fulfilling experiences.



# HEAD OF DEVELOPMENT

## THE ROLE IN OUR TEAM

The Traverse operates as a team across its multiple operations, with collaboration being key to the success of the organisation.

The Head of Development will report to the Director of External Affairs.

Once appointed, the Head of Development will be involved in the recruitment and line management of a further development team member.

The postholder will also work closely with the communications, sales & welcome, and enterprise teams.

## THE ROLE WILL...

- Support the strategic expansion of the Theatre's individual giving programme to steward existing key individual supporters and recruit new donors at all giving levels.
- Maintain and expand upon successful trust and foundation fundraising portfolio for key projects, productions and programs.
- Provide an imaginative approach to engaging with the corporate sector through sponsorship, donations/in-kind, and creative partnerships.
- Seek national/international partner funding for touring, co-productions and presentations.



# ART

The Traverse would not exist without our over-arching passion for developing new stories and embracing the unexplored. We work with bold voices and raw talent – with an emphasis on the Scottish-based – to create the art, artists, and performances that can be seen on our platforms year round.

We invest in ideas and support individuals to push boundaries by placing them at the centre of their own practice, and through projects like Class Act and Traverse Young Writers the continual relationship between artist development and performance can be seen in powerful action.

We aim for the timely stories and creative programmes that start life on our stages to have a global impact, through tours, co-productions, digital life, and translations. We are critically acclaimed and recognised the world over for our originality and artistic risk, which we hope will create some of the most talked-about plays, productions, directors, writers and actors for years to come.



# CULTURE

The Traverse is a champion of performance, experience and discovery. Enabling people to access and engage with theatre is our fundamental mission, and we want our work to represent, speak to and be seen by the broadest cross section of society.

We are specialists in revealing untold perspectives in innovative ways. This is our role as Scotland's premier new work theatre, and a commitment that drives each strand of our work.



# COMMUNITY

Our year round programme bursts with new stories, live and digital performances that challenge, inform and entertain our audiences. We empower artists and audiences to make sense of the world today, providing a safe space to question, learn, empathise and – crucially – encounter different people and experiences.

Conversation and the coming together of groups are central to a democratic society, and we champion equal expression and understanding for the future of a healthy national and international community.

We commission, produce, curate, and co-create for existing and future audiences to offer new and exciting experiences for everyone, and our partnerships with fellow theatre companies and festivals enable us to present a wide range of innovative performances.

# AUDIENCE

The Traverse's commitment to bringing new and bold storytelling to global audiences is amplified in Edinburgh each August, when international audiences make the Traverse programme – often referred to as the 'beating heart of the Fringe' – their first port of call in a city overflowing with entertainment offerings.

Our past successes drive our present and future direction. Our unique ability to nurture new talent and engage audiences through ambitious storytelling has never been more crucial in creating, and sustaining, a vibrant theatre landscape that reflects and challenges the world today.



“We empower artists and audiences to make sense of the world today.”

# STRATEGIC PRIORITIES SCORECARD

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The scorecard is a visual representation of the Traverse's mission; a tool for our team to use as they design, plan, (co-)create, and evaluate.

Everything we do cross-references Art, Culture, Community, and Audience.



- Strategic Priority
- Strategic Objective
- High-level Outcome

# IMPACT & REACH

Information and facts from an average year.

- £3m turnover
- 2/3rds of income was self-generated
- We had over 13,000 engagement and creative development participants
- We reached 1/3rd of our audience through touring, nationally and internationally
- 43% of our audience attended more than twice
- 15% of our audience were first time attenders

## LITERARY ACCLAIM & TRANSLATIONS

Our new writing commissions are translated into many languages and produced from Montreal to Istanbul, Mumbai to Seoul.

## NATIONAL & INTERNATIONAL IMPACT

Our work plays to audiences across Scotland, the UK and the globe. Upcoming and recent national/UK locations include: Aberdeen, Ayr, Belfast, Birmingham, Blackpool, Chichester, Keswick, and London

Recent international locations for Traverse work includes Adelaide, Auckland, Dublin, Helsinki, Spoleto, Sao Paolo, and Los Angeles.

# BENEFITS OF WORKING WITH THE TRAVERSE

In joining us, you will be part of a team that works together to deliver against the organisation's mission. To ensure our work is relevant and impactful for Art, Culture, Audience, and Community, we have embedded collaborative practice across departments.

As a member of Team Traverse you will:

- Be supported to work flexibly, including on a hybrid basis.
- Be part of the new work commission process, reading drafts and being in the room at script developments.
- Get to see our year-round programme, with the best of Scottish, UK, and international work on show.
- Be on the ground in a producing and presenting theatre, connected to our programme and audiences.
- Play a vital role in enriching people's lives through culture.
- Be supported to learn about the cultural sector through skills share and collaboration.

“There's never a dull moment when you're working at the Trav, you'll collaborate with some of the most enthusiastic and creative people you'll ever come across, and to be in at the start of what might be the next hot ticket is always a thrill.”

CURRENT TEAM MEMBER



## KEY RESPONSIBILITIES

- Manage a compelling case for support and brand personality to increase income generation across a diverse range of sources.
- Oversee and undertake research to identify new potential donors, trusts, foundations and corporate supporters.
- Manage the implementation of a successful strategy for individual giving, streamlining the donor pipeline from first donation to legacies.
- Manage the Trust and Foundation portfolio to develop and grow support for key outputs and core projects.
- Cultivate and grow relationships with supporters in the corporate/private sector, taking an innovative approach to creative partnerships and sponsorship.
- Manage the growth of alumni fundraising and donor activation, supporting the Director of External Affairs.
- Utilise data and insights to support the development of ambitious targets for income generation growth.
- Support the effective management of core grant funder relationships.
- Support and oversee timely reporting to funders.
- Support strategies that promote the growth of other business and charitable activities, including events and partnerships.

# SKILLS & DELIVERY

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- Communicate powerfully – both in writing and verbally – with all stakeholders, internal and external.
- Champion the Traverse Theatre's charitable status, delivering a consistent public campaign to build awareness and advocacy.
- Support and develop relationships across funders and other stakeholders to advocate for, raise the profile and promote the work of the Traverse.
- Contribute to and reinforce an integrated communications strategy to reinforce audience/stakeholder development, income generation and good governance.
- Manage the donor stewardship programme, communications and events, with assistance from relevant teams.
- Support inclusion of the Traverse Theatre's brand elements and case for support across all printed and digital assets.
- Operate within the Traverse's Project Planning Framework to ensure robust project design, implementation and evaluation.



- Collate and interpret evaluative materials for internal and external reports, in a timely manner.
- Implement appropriate systems, databases and operational procedures to fulfil fundraising, income generation and stewardship objectives.

## TERMS OF EMPLOYMENT

<b>CONTRACT</b>	Permanent, full-time
<b>SALARY</b>	c.£40k
<b>PENSION</b>	Traverse Theatre Group Pension Plan, at 4% employer contribution
<b>HOLIDAY</b>	20 days a year, plus 12 bank holidays
<b>LOCATION</b>	Will be expected to reside within easy travelling distance of the Traverse, with hybrid working options as permitted.

<b>PROBATIONARY PERIOD</b>	Six months, with one month's notice
<b>NOTICE PERIOD</b>	Two months in writing on either side
<b>WORKING HOURS</b>	40 hours per week  Typical office hours 10am-6pm, Mon-Fri. However, working outside of these hours (in line with TOIL policy) will be required in order to fulfil the role.

# ESSENTIAL

- Experience of third-sector fundraising and securing large bids/gifts.
- Outstanding organisational skills with ability to manage priorities/deadlines in a fast paced environment.
- An inspiring team player with leadership experience.
- Creative thinking and problem solving skills.
- Excellent attention to detail and use of initiative.
- Powerful and persuasive communication skills.
- Knowledge of UK funding landscape.
- Strong data management and insights skills.
- A keen interest in theatre and the arts.
- A passion for socially engaged arts and a demonstrable commitment to equality of opportunity.
- Strong project management and evaluative skills.
- Flexibility to work outside core office hours.

# DESIRABLE

- Experience of working within the arts.
- Knowledge of the Scottish arts funding landscape.
- Experience of organising events.
- Knowledge of UK and international theatre companies/landscape.

## OTHER REQUIREMENTS

Applicants must be eligible to work in the UK and if applicable must hold any necessary work permits and/or visas.

## FURTHER INFORMATION

CV and covering letter to be sent to [eilish@caithnessconsulting.co.uk](mailto:eilish@caithnessconsulting.co.uk).

An informal chat with Ellen Gledhill, Director of External Affairs, can also be arranged through Caithness Consulting.

## CLOSING DATE

Tue 1 Aug 2023

Interviews will be held on the week commencing Mon 7 Aug 2023



The Traverse Theatre is an accredited Living Wage Employer and member of the Green Arts Initiative.



The Traverse Theatre is funded by Creative Scotland and The City of Edinburgh Council.



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[traverse.co.uk](http://traverse.co.uk)

Traverse Theatre (Scotland) is a Limited Company (Registered Number SC076037) and a Scottish Charity (Registered Number SC002368) with its Registered Office at 10 Cambridge Street, Edinburgh, Scotland, EH1 2ED.