



FUNDRAISING & COMMUNICATIONS MANAGER **Application Pack**

12 month Fixed Term Contract, 28 hour per week

£28,000 pa (pro-rata £35,000 Full-time role)

Application Deadline: 9am, Thursday 4 November 2021

Detailed within this pack

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1. ABOUT THIS ROLE

Magic Me is the UK's leading provider of intergenerational arts activities, working with care home residents and other people most impacted by covid. The arts have a vital role to play in post-pandemic community building and this is a crucial and exciting time in Magic Me's development.

We are looking for an experienced, confident, fundraising and development professional to establish this brand new role, for an initial 12 month contract. Join us and lead the creation and delivery of a new fundraising strategy to continue this vital work, including a major bid to Arts Council England for NPO funding in early 2022.

BACKGROUND TO THE ROLE: FUNDRAISING AT MAGIC ME

With no core public subsidy, Magic Me depends on numerous trusts and foundations, livery companies, lotteries, businesses and individual supporters. To date, fundraising and bid-writing has been led by our Director, who has built strong relationships with key funders.

The Fundraising and Communications Manager, a new role, will take ownership of the creation and implementation of a new fundraising strategy, including a fresh communications plan, to grow our base of support and secure £300,000 of funds for 2022/23. We also plan a major Arts Council England bid in their next NPO (National Portfolio Organisation) funding round, early 2022, which this position will play a key role in.

2. JOB DESCRIPTION : WHO WE ARE LOOKING FOR

You will be experienced in fundraising and development, confident and able to establish this role, for an initial 12 month contract. This role will report to the Director and will line manage, and be supported by, our Fundraising Coordinator.

FUNDRAISING

- Write, lead and deliver a clear fundraising strategy for Magic Me, in partnership with the Director and Programme Director.
- Conduct prospect research to identify potential new funders, whilst nurturing relationships with existing supporters.
- Develop and write compelling, successful bids with a focus on trusts, foundations and livery companies.
- Lead the writing of bids, including an NPO bid to Arts Council England.
- Work collaboratively with colleagues in the creation of bids and the delivery and evaluation of projects.
- Ensure funders' expectations and grant agreements are met, including providing progress reports and crediting their support.
- Prepare fundraising updates and reports for quarterly Fundraising sub-Committee and Board meetings.

COMMUNICATIONS

- Building on your fundraising strategy, review and update Magic Me's communications, our messages and channels eg social media, newsletters.
- Oversee Magic Me's website, writing copy and working with colleagues to create new content.
- Respond to press enquiries and generate coverage which supports fundraising.

LINE MANAGEMENT

- Coach, manage and provide guidance to the Fundraising Coordinator

3. PERSON SPECIFICATION

ESSENTIAL

- A passion for the work of Magic Me, the power of the arts within community building, and for challenging ageism.
- Excellent written and verbal communication skills.
- Proven experience of the grants applications process and securing grants of £25,000+ from a wide range of Trusts & Foundations, seeing the process through from the first idea to final reporting.
- Skilled in organising a diverse workload, keeping multiple projects on track and on time. Experience working and delivering to a high standard under pressure.
- Experienced in working collaboratively and leading within a team; able to communicate clearly to deliver joint projects with other people.
- Able to understand, create and present project budgets and financial reports.

DESIRABLE

- Experience and knowledge of wordpress, CMS systems, Mailchimp and social media platforms. Information and training are available.
- A good knowledge of the current, changing funding landscape for charities.
- Previous line management experience

We welcome and encourage applications from candidates from Asian, Black and other minoritised ethnic communities and from disabled candidates.

Read *Our Commitment to becoming an Anti-Racist organisation* [here](#).

4. ADDITIONAL DETAILS ABOUT THE ROLE

Location: Remote and Office based

After working from home since March 2020, Magic Me staff and freelancers are now returning to some in-office working in our new base, in Bethnal Green, E2. We anticipate that a mix of remote and office based work will continue; we will agree a pattern of work with the successful candidate. The person who takes this role is likely to need to spend some time in the office or at Magic Me events, to collaborate with colleagues, meet with our funders and experience our work first-hand.

Contract requirement: The post-holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this.

5. WHAT'S NEXT?

HOW TO APPLY Please complete and submit:

1. Anonymised CV (2 pages A4 maximum)
2. Anonymised covering letter, referring to the Person Specification and Role Description, letting us know why you would like to work with us in this role and the skills and experience you would bring to it. Please also include your potential start date. (2 pages max, 11pt minimum font size)
3. Personal Details Cover Sheet
4. Applicant Monitoring Information Sheet

NB To ensure the shortlisting process is anonymous and fair, please do not include your name on your CV or covering letter. Instead, please include this information in the Personal Details cover sheet. The selection panel will not see your Personal Details or Applicant Monitoring Information when shortlisting applications.

Deadline for applications: Send your application to recruitment@magicme.co.uk by 9am on Thurs 4 Nov. We will not be able to consider applications received after this deadline.

RECRUITMENT TIMELINE

MONDAY 11 OCTOBER	Adverts out and recruitment starts.
THURSDAY 4 NOVEMBER	Deadline for applications.
FRIDAY 5 NOVEMBER	Shortlisting and candidates notified.
WEDNESDAY 10 NOVEMBER	Interviews. Decision.
START DATE	As soon as possible.

5. ABOUT MAGIC ME

Based in Tower Hamlets, Magic Me brings generations together for mutual benefit, learning and enjoyment. Magic Me's pioneering arts projects challenge young and older people to stretch themselves and what they think they can do, and be. Working with highly skilled and experienced artists, they learn new skills, share their ideas and feelings, and grow in confidence, collaborating with people who are different in age, ethnicity or life experience.

For over 30 years, our story has been one of innovation and constant evolution, in direct response to the specific needs of the culturally diverse community we serve in London's East End and, increasingly, in Essex. Our award-winning approach and published research have earned us recognition across the country and internationally.

Magic Me activities are designed and run in partnership with organisations large and small, including schools, care settings, galleries and community centres. We have particular expertise in creating high quality arts opportunities for people living with a dementia, and in partnerships with care homes for older people. Current highlights include:

- *Generation Rebellion*, our intergenerational women's activism project creating provocative materials for our confirmed showcase at COP26 in Glasgow, and locally.
- *Artists Residencies in Care Homes*, supporting four leading arts companies to bring their practice to care homes, residents and staff across Essex, with *Matthew Bourne's New Adventures*, *Fevered Sleep*, *curious directive* and *Gecko*.
- *Artworks*, paid traineeships for Tower Hamlets residents, new ways into arts careers for people from Black, Asian, working class and other minoritised communities.

WHERE WE ARE NOW

Since March 2020 Magic Me has continued to deliver as much as possible, but differently, designing and testing new ways of working remotely by phone, post and online. The pandemic has exacerbated issues which already impacted younger and older east Londoners: social isolation, an overstretched care system, racial injustice, digital poverty. Intergenerational arts activities have a vital role to play in post-pandemic community rebuilding, helping people to reconnect, relax, hope and enjoy shared experiences.

This summer, supported by a Cultural Recovery grant from Arts Council England, we have reviewed our future strategy and programme, and taken steps to prepare Magic Me for a new phase: the creation of an Anti-Racism Action Plan, the recruitment of five new Trustees to our Board and the opening of a new office base in Bethnal Green, E2.

Magic Me

www.magicme.co.uk