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Development and Marketing Manager Application Pack May 2019

Thank you for your interest in CFCCA's new role of Development and Marketing Manager. In this application pack you will find details of how to apply, background information on the Centre for Chinese Contemporary Art (CFCCA), the job description and information on the application process.

Overview

The Development and Marketing Manager is a new management role which will work closely with the CFCCA Director on innovating and leading successful fundraising and commercial income initiatives. This vital and innovative position comes at an exciting time for CFCCA to lever new funding and support as Greater Manchester leads the field in a growing market of trade and investment between UK and China, alongside an increased public appetite to learn more about this important area of the world.

Managing the Development and Marketing team, to include a Marketing & Communications Co-ordinator and Business Development Co-ordinator, the role will also oversee the marketing and communications strategy to support audience development, drive increased visits, promote stakeholder engagement and raise the profile of the organisation and its reach locally, nationally and internationally. An externally facing role, it will support the Director in developing stakeholders whilst raising CFCCA's profile.

About CFCCA

Centre for Chinese Contemporary Art (CFCCA) is the leading authority on Chinese contemporary art in the UK, through our work we encourage conversation, spark debate and promote global exchange on contemporary world issues.

The organisation has a rich history of supporting both national and international audiences and also local communities to understand more about Chinese contemporary art, culture and society. We create meaningful encounters between artists and audiences through a lively public programme of exhibitions, artist residencies, engagement projects and events both on site and in partnership with other cultural institutions.

Founded in Manchester's Chinatown in 1986 as a festival of Chinese culture that aimed to bridge the gap between the UK and Chinese communities, CFCCA has evolved over three decades, three venues and two name changes but has remained consistent in its mission to support emerging artists to originate, present and promote exceptional contemporary art.

We are a small but ambitious arts organisation, with a strong 'family' of volunteers, artists, schools and community organisations that have been instrumental in shaping our programme.

Our Venue

CFCCA is based in Manchester's lively Northern Quarter. As a vibrant artistic city, Manchester is home to a busy population of artists and creators and CFCCA is proud to be part of the area's thriving contemporary arts scene. Over the last 5 years, Manchester has increased its business connectivity with China, a key target market for the city's internationalisation strategy, offering a landscape of opportunity for CFCCA's future.

Our RIBA award-winning building houses 2 galleries, a purpose built residency studio and accommodation, offices and a shop. On the lower level of the centre, the Jasmine Suite offers a commercial hire space for functions and events.

Our Funding

CFCCA is an Arts Council National Portfolio Organisation (NPO) and is one of the highest funded visual arts organisations in the North West. Other support comes from a variety of sources, including trusts and foundations, donations, partnership support, project grants and earned income from both UK and overseas sources.

For further information about CFCCA please visit our website: www.cfcca.org.uk

How to apply

To apply for the post please send a CV of no more than 2 sides of A4 and a statement outlining how you meet the person specification and how your experience relates to the job description. Please also include the names and contact details of 2 referees.

Applications should be clearly marked 'Development and Marketing Manager' and sent via email, with completed Equality Monitoring and Further Information forms, for the attention of Zoe Dunbar to:

zoe@cfcca.org.uk

CFCCA is an equal opportunities employer and welcomes applications from all sections of the community. Please complete our Equality Monitoring form and return with your application. All information is treated as strictly confidential in compliance with the Data Protection Act.

Key dates

The deadline for applications is **Monday 15th July at 12pm**. Please note that late applications will not be accepted.

Interviews will take place at Centre for Chinese Contemporary Art on **Thursday 25th July**

Job Title:	Development and Marketing Manager
Hours of work:	Part time, 0.6 FTE, (22.5 hours per week), permanent
Annual leave:	21 days per annum plus public holidays, pro rata. Increasing by 1 day for every year of service to a maximum of 25
Salary:	Manager Grade, £25,500 - £28,500
Responsible to:	Director
Responsible for:	Marketing and Communications Coordinator, Business Development Coordinator

Job Purpose

To support CFCCA's vision to be the leading authority on Chinese contemporary art in the UK, furthering understanding of Chinese contemporary culture and creating meaningful experiences for audiences.

The Development and Marketing Manager is a new management role which will work closely with the CFCCA Director on innovating and leading successful fundraising and commercial income initiatives. This vital and innovative position comes at an exciting time for CFCCA to lever new funding and support as Greater Manchester leads the field in a growing market of trade and investment between UK and China alongside an increased public appetite to learn more about this important area of the world. Managing the Development and Marketing team to include a Marketing & Communications Co-ordinator and Business Development Co-ordinator, the role will also oversee the marketing and communications strategy to support audience development, drive increased visits, promote stakeholder engagement and raise the profile of the organisation and its reach locally, nationally and internationally. An externally facing role, it will support the Director in developing stakeholders whilst raising CFCCA's profile.

Key Areas of Responsibility

All roles within the CFCCA team work towards a common goal to support delivery of CFCCA's vision through 5 corporate objectives of Programme Excellence, Engagement, International Reach, Research, and Organisational and Financial Resilience. The Development and Marketing Manager supports delivery of these objectives through the following areas of responsibility:

Fundraising and Stakeholder Management

- Managing the development and implementation of effective fundraising strategies in line with CFCCAs Fundraising and Commercial income strategy, supporting delivery of the organisations business plan
- Developing high quality, compelling applications for core and project funding to relevant Trusts and Foundations, overseeing reporting and supporting the Director in ongoing relationship development
- Overseeing project funding applications to relevant government agencies such as the Hong Kong Economic and Trade Office and supporting the Director in ongoing relationship development

- Developing a strong case for support for potential sponsors, supporting the Director in meeting and cultivating corporate supporters
- Supporting the Director in development of a high-level giving scheme, cultivating and maintaining relationships with high net worth individuals, including organising cultivation events.
- Leading one-off campaigns for specific projects, which may include crowd-funding and media appeals.
- Monitoring fundraising KPIs including overall income through fundraising activities, average donation size, supporter retention and success rates, reporting to the Director and Board as required
- Supporting the Director to manage outward facing relationships, liaising with external funders and supporters, identifying new prospects, maintaining successful partnerships and cultivating stakeholders
- Ensuring CFCCA meets funder requirements including timely data collection, evaluation, crediting, communication and reporting, showing evidence of impact
- Liaising with the Director and staff team to establish ideas and priorities for fundraising
- Developing new strategies for visitor welcome, giving and engagement including supporting front of house staff in upselling and 'making the ask'

Commercial and Business Development

- Leading on research, testing and implementation of entrepreneurial new business development initiatives to ensure organisational financial resilience in line with CFCCAs mission and objectives
- Supporting the Director with a collaborative and strategic approach to business planning to identify opportunities for income generation and efficiencies
- Ensuring the growth of CFCCAs current commercial offer, leading the Business Development Co-ordinator in growing the retail and venue hire
- Capitalising on local, regional and national initiatives to connect with China across culture and business
- Ensuring accurate and up to date commercial reporting to the Executive Team and Trustees

Marketing, Communications and Audience Development

- Leading and implementing CFCCAs marketing and communications strategy to develop audiences and raise the organisations profile locally, nationally and internationally
- Ensuring all communications channels are used strategically and effectively to maximise media and public awareness of CFCCA's work
- Ensuring that media relationships are managed, co-ordinated and maintained, exploring new partnerships and contacts
- Leading implementation of the CFCCA audience development plan and its objectives, continually evaluating audience performance and statistics
- Ensuring successful and consistent use of CFCCAs brand and implementation of brand guidelines
- Ensuring that CFCCA's publicity is appropriate and focussed
- Ensuring a high quality visitor experience to drive increased repeat visits

Line Management

- Playing a key role in strategic planning as part of CFCCAs management team

- Line management of the Business Development Co-ordinator and Marketing and Communications Co-ordinator

General Duties

- Deputising for the Director in appropriate environments
- Overseeing and maintaining department budgets and reporting
- Supporting the development of a flexible and empowered organisation in which the contribution of staff and volunteers is maximised
- Performing all tasks in line with Equal Opportunities, Environmental and Health and Safety policies
- To be a responsible key holder for the building
- Covering front of house duties as and when required
- Being aware of the role and responsibilities of the Charity and Trustees, reporting on fundraising and marketing developments as and when required
- Undertaking other duties as required and as commensurate with the level of responsibility

Where the post-holder is disabled, every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. If, however, a certain task proves to be unachievable job redesign will be pursued.

Person Specification

All posts at CFCCA require:

- The right to work in the UK
- A high level of spoken and written English
- A good level of IT proficiency including Microsoft Office applications, and a willingness to develop your computer knowledge and skills as required to deliver your role
- A willingness to commit to CFCCA's policies as outlined in the staff handbook
- A commitment to promote CFCCA and its core activities, programme and objectives
- Reasonable flexibility in your working hours, depending on your role and subject to negotiation with you
- Proactive approach to team working, supporting and enabling others within a small but ambitious arts organisation

Essential:

1. At least three years professional experience in fundraising, including securing funds from public sector sources such as Arts Council England
2. Entrepreneurial flair with a track record of achieving income targets and conceiving new business development initiatives
3. Excellent knowledge of the arts funding environment
4. Understanding of delivering marketing and communications strategy within a cultural organisation, supporting audience and stakeholder development
5. Confident and effective communicator with strong listening, communication, negotiation and advocacy skills
6. Excellent presentation skills and the highest level of attention to detail
7. Proactive and organised approach to work, with the ability to manage competing priorities working to tight deadlines
8. Experience of evidencing impact through evaluation and reporting to funding bodies
9. Experience of managing complex budgets
10. Willingness to adhere to all of CFCCA's policies including Health and Safety and Equal Opportunities
11. Willingness to work the indicated hours including working occasional evenings and weekends

Desirable:

1. Passion for CFCCA, its programme and mission
2. A formal fundraising qualification and/or training
3. An arts marketing qualification and/or training
4. Knowledge of and keen interest in contemporary visual arts
5. An awareness of data protection legislation