

# TRON THEATRE

**Title: Business Development Manager**

**Responsible to: Executive Director**

**Contract: Full time 35 hours p/w or option of four-day week - 28 hours p/w pro rata. Flexible working arrangements. 12-month initial contract with potential to extend.**

**Salary: £34,000 - £36,000**

Located in Glasgow's Merchant City, Tron Theatre consists of a 230 seat auditorium, a 62 capacity studio/rehearsal space, Education Suite/rehearsal space, Vic Bar/ performance space, dressing rooms, café bar area, Box Office and office accommodation for administration and production staff.

Tron Theatre is both a producing company and a receiving house. We aim to produce a number of Tron Theatre Company shows and occasional co-productions each year. We focus on new work and contemporary classic theatre whether through our own productions or visiting companies. Tron Theatre Company occasionally tours work internationally.

The Tron was established as a charity in 1982, by the Glasgow Theatre Company, to develop Scottish theatre and theatre makers. We continue to fulfil this purpose through the Tron Theatre Company, our Tron Creative programme of support for emerging creatives, our Tron Participation team's educational opportunities for people of all ages, and our visiting productions. Around 50,000 tickets are booked each year, and The Stage recently wrote that *"The Tron is staking a claim as the home of popular theatre in Scotland"*.

The Tron is a creative hub, addressing the need to develop new writers and theatre makers to enrich the cultural life of Scotland. We offer a subsidised programme of artistic development opportunities that includes residences, scratch nights to debut new material, workshops, networking opportunities and free one-to-one support with creative performance professionals.

We deliver around 5,000 workshops each year to people of all ages in many creative disciplines, including performance, writing, designing and production, both in our building and out in the community, focusing in particular on areas of multiple disadvantage. Many of these projects are free to access. We give away hundreds of tickets to our productions every year and we offer bursary places for all our creative learning workshops.

The role of the Business Development Manager is to maximise the Tron's income through fundraising; sponsorship, trust and foundations and individual donations. The individual should be creative in their approach, seeking opportunities for the commercial exploitation of the building and identification of potential income streams which exist or could be developed. This role is also responsible for coordinating our successful community programme Pay it Forward, which donates panto tickets to children and families experiencing disadvantage, and grows each year – read the latest Impact Report [here](#). Business Development Manager will work closely with the Box Office, Production, Press & Marketing, Tron Participation and Tron Creative in co-ordinating activity within the building. The Business Development Manager will also work closely with the Executive Director and the Tron's Board of Directors.

The role of Business Development Manager is crucial to the future success of the Tron. The successful candidate will have the experience and skills to develop a regular and sustainable income stream for the Tron.

## **Business Development Manager Job Description**

### **Key Internal Relationships**

Executive Director  
Board of Directors  
Finance Manager  
Artistic Director  
Press & Marketing Manager  
Box Office & Front of House Manager  
Creative Learning Manager  
Artistic Producer

### **Key External Relationships**

Corporate partners  
Trusts & Foundations  
Tron Patrons  
Individual donors

### **Business Development Manager Key Tasks**

- Develop an appropriate fundraising strategy for the Tron Theatre to meet the financial targets set out in the business plan, taking into account the Tron's needs and resources
- Secure funding to support the Tron Theatre's programme, artistic projects and capital projects
- Nurture and maintain good relationships with funders, corporate partners and individual donors
- Ensure the fundraising strategy complements and works alongside the Tron's marketing strategy
- Regularly monitor fundraising programmes and evaluate their success
- Work closely with the Tron Board to support fundraising
- Liaise effectively with all departments in making the best use of the Tron building, working within the demands of theatre production
- Manage and develop all aspects of the award-winning Pay It Forward scheme, working with selected local charities and all relevant Tron departments
- Recruit and line manage Pay it Forward Coordinator (seasonal part time post.)

### **Corporate Donations and Sponsorship**

- Develop and maintain relationships with existing Tron corporate supporters
- Identify, cultivate and approach potential new corporate supporters
- Service corporate sponsorship agreements and ensure that sponsors are credited and all benefits delivered in line with the contract

### **Individual Giving**

- Effectively manage the 'Patrons' scheme and be first point of contact for members, creating and delivering a range of benefits including events aimed at various levels; bronze, silver, gold and platinum
- Promote and grow number of members of the Patron scheme
- Work with the Tron Board and Box Office data to identify and approach potential donors
- Work with the Box Office and Front of House Manager to maximise donations from ticket sales
- Manage Pay It Forward scheme bucket collections at panto performances with Box Office and Front of House team

## **Trusts and Foundations**

- Research and identify suitable Trusts and Foundations to support Tron Theatre programme, projects, salaries and capital work including working with colleagues to develop opportunities for support
- Prepare, write and submit applications to secure Trust and Foundation support
- Manage trust and foundation relationships, ensuring supporters are recognised and credited appropriately
- Prepare and deliver funding reports within agreed timescales

## **Pay it Forward Scheme**

Manage all aspects of the Pay It Forward (PiF) scheme, with support from a Pay it Forward Coordinator (part time, temporary post)

- Select charity partners in accordance with the Tron's Equality, Diversity and Inclusion strategy
- Allocate tickets to partners, working with the Box Office team
- Secure corporate cash and in-kind support to support scheme including gifts for young people
- Plan and deliver additional PiF activity including the PiF Grotto for gift collection, events and workshops

## **General**

- Attend relevant meetings and prepare reports as required for management or board reporting
- Positively present the work of the Tron internally and externally
- Any other relevant duties as required by the Executive Director

## **Person Specification: Business Development Manager**

### **Essential Experience**

- At least two years' experience in a fundraising role
- Experience in securing support from trusts and foundations
- Experience of securing individual donations
- Experience of devising fundraising strategies to meet agreed income targets

### **Desirable Experience**

- Experience of working in an arts venue
- Experience of working with a Board of Directors
- Experience in securing support from corporates
- Experience of working with a donor database e.g. Spektrix, Raiser's Edge

### **Knowledge and Understanding**

- Knowledge of the arts and theatre in Scotland
- Understanding of fundraising sector and trends
- Knowledge and understanding of the Fundraising Code of Practice (Institute of Fundraising)

### **Skills and Abilities**

- Exceptional verbal and written communication skills
- Excellent planning and organisational skills
- Sound administrative skills with excellent attention to detail
- Database management
- Advanced networking skills
- Confident negotiator
- Ability to work on own initiative

### **Personal Qualities**

- Friendly and personable
- Positive and solutions orientated
- Collaborative and a team player
- A keen interest in the arts generally and in theatre in particular