



www.pop-up.org.uk
www.pop-up-hub.com

Please call us on 07450 837 737 if you need the job description in an alternative format.

DEVELOPMENT MANAGER

ROLE PROFILE

THE COMPANY

Pop Up is a non-profit social enterprise delivering imaginative, immersive children's literature programmes which have a transformative impact on reading and writing skills and teaching practice, often in deprived schools and communities. We also deliver talent development projects for diverse and emerging writers and illustrators. Our work is currently upscaling nationally, as well as internationally for the first time. We are an East London-based team of five full-time staff.

Pop Up currently has **Arts Council England National Portfolio Organisation** status (2015-2022) - NPOs are national leaders in their fields, in our case children's literature - and an impressive track record of securing a total £2,000,000 funding to date including from sponsorship (e.g. Linklaters global law firm, Bloomberg, The Guardian), trusts and foundations (Paul Hamlyn Foundation, Esmee Fairbairn Foundation, Calouste Gulbenkian) and earned income especially from schools (30%).

We are on the lookout for an experienced, dynamic and entrepreneurial Development Manager with exceptional networking and interpersonal skills to continue our fundraising success. You would be joining Pop Up at a hugely exciting time, and would play a leading role in organisational growth as part of an organisation-wide fundraising strategy.

THE ROLE

The Development Manager - working as part of an energetic and ambitious team - will be responsible for;

- **Securing new funding through corporate sponsorship** as well as other business, brand and promotional partnerships to increase our organisation's resilience and grow our work;
- **Securing sponsorship for our education products** specifically:
 - 'Pop Up Festival' - our annual national schools festival;
 - 'Pop Up Lab' - our practice-sharing conference for educators and authors;
 - 'Pop Up Hub' - our developing digital platform for young readers and writers;



- **Implementing and enhancing strategies and approaches** - built on our successful track record and developed through [Cause4's](#) consultancy - to cultivate sponsorship and individual giving, with guidance and active input from Cause4;
- **Undertaking management of new relationships**, tailoring relationship management 'guidelines' on a funder-by-funder basis to guide all staff and Board members, creating a cohesive, organisation-wide approach to relationship management;
- **Managing and advising on Pop Up's fundraising and marketing communications**, through social media, the Pop Up website and blogging platforms;
- **Managing a promotional budget** to create marketing/sponsorship collateral to increase Pop Up's visibility and brand.

In the longer term

- Working with the Executive Director and Board to **develop an individual giving scheme and advocacy initiative**.

SUPPORT

Under the steer of the Executive Director and supported by the Company Manager, the Development Manager will also be able to draw on support from: Pop Up's Board (specifically members with 'corporate', 'commercial' and 'development' steers); fundraising consultancy Cause4; PR agency Four Colman Getty.

ABOUT YOU

You will have at least two to three years experience working in a development / fundraising role - in the arts sector, creative industries, social enterprise or charitable sector, having had clear and direct impact on fundraising and funder relationships, actively contributing to furthering organisational sustainability and resilience. You are a dynamic and driven team player, equally capable of working independently; and you are, entrepreneurial with proven ability to network, pitch, present and negotiate deals.

You will have experience of developing funder relationships and securing new business from funders. Experience of literature (including publishing) or education sectors would be a plus.

We are seeking applications from candidates with the following **essential** experience;

1. Securing new sponsorship from corporate or philanthropic donors;
2. Managing funder and / or donor relationships.



And with a **minimum of two (ideally three)** of the following **desirable** skills:

1. new business acquisition;
2. development and/or implementation of individual giving schemes;
3. broad understanding of corporate social responsibility agendas and initiatives;
4. business and financial planning;
5. crowdfunding campaigns;
6. knowledge of data capture strategies;
7. experience of branding and promotion;
8. events organisation for fundraising, promotional and/or hospitality purposes.

APPLICATION PROCESS

To apply please email your CV and a cover letter of no more than 500 words telling us more about yourself and how you fit this role to Company Manager Franziska Liebig at franziska@pop-up.org.uk.

Location: Bethnal Green

Role type: Full time

Salary: £32,000 per annum

Generous annual leave arrangements

EQUALITY AND DIVERSITY STATEMENT

Diversity is at the heart of our model in terms of the places we choose, the artists with whom we work, the audiences we strive to reach, and our organisational culture. We value cultural and linguistic diversity, because it enhances the richness and variety of our artistic output and enables us to connect with multicultural audiences. At same level of aptitude and suitability for an open position, candidates with a BAME (Black, Asian and minority ethnic) background or who are disabled will be preferred.