

Sadler's Wells
Deputy Director, Philanthropy

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About us

Sadler's Wells is a world-leading dance organisation. We create and share dance that inspires us all. Our acclaimed year-round programme spans dance of every kind, from contemporary to flamenco, Bollywood to ballet, salsa to street dance and tango to tap.

Each year, over half a million people visit our four theatres - **Sadler's Wells Theatre, Sadler's Wells East, Lilian Baylis Studio** and **Peacock Theatre**. Millions more attend our touring productions nationally and internationally or explore our digital platforms, including Sadler's Wells Digital Stage.

Sadler's Wells East

In 2025 we opened a fourth London venue in Stratford's Queen Elizabeth Olympic Park. Sadler's Wells East is home to a 550-seat mid-scale theatre, as well as facilities for the Rose Choreographic School and Academy Breakin' Convention, which provides Hip Hop education to talented young people aged between 16-19.

Supporting artists

Supporting artists is at the heart of our work. We have Associate Artists and companies, which nurture some of the most exciting talent working in dance today. We host the National Youth Dance Company, which draws together some of the brightest young dancers from across the country. Sadler's Wells Breakin' Convention runs professional development programmes to champion and develop the world's best hip hop artists, as well as producing, programming and touring groundbreaking hip hop performances. Within Sadler's Wells East are six world-class dance studios, vital facilities which offer dancemakers time and space to train, create and rehearse productions in house.

Furthering the art form

We commission, produce and present more dance than any other organisation in the world. Over the last 20 years, we have helped to bring more than 200 new dance works to the stage, embracing both the popular and the unknown. Our acclaimed productions tour the world and have reached audiences of more than two million in over 50 countries. We also host the Rose International Dance Prize, a biannual award that celebrates the best new choreographers on the global stage.

Transforming lives through dance

Around 30,000 people take part in our learning and engagement programmes every year. We support schools local to our theatres in Islington and Stratford, designing experiences with children and young people to watch, explore and critically engage with the arts. We also run Company of Elders, a resident performance company of dancers aged over 60 who rehearse with renowned artists to make new work for public performances locally, nationally and internationally. Community engagement is essential to what we do. At Sadler's Wells East, which is open throughout the day, participatory spaces like The Dance Floor are situated at the heart of the building, offering lunchtime classes and other free activities for the local community.

We believe in the transformative power of dance, for artists, audiences, and communities. As the national platform for dance, we make space for artists from around the world to create new work and offer audiences the opportunity to see the best productions being made today.

Sadler's Wells is an Arts Council England National Portfolio Organisation.

www.sadlerswells.com

Our Values

COLLABORATION



- We are encouraging and supportive
- We work as one team
- We listen
- We seek and value diversity of thought and practice
- We pool our knowledge, resources and creativity
- We create opportunities to work in partnership and minimise silos

EXCELLENCE



- We are ambitious and driven
- We make and share meaningful, exciting and impactful dance
- We are the best we can be each day, going above and beyond in our own way
- We continuously learn and develop our skills
- We operate sustainably by maximising our resources
- We hold each other accountable

INCLUSION



- We are brave and kind
- We create a safe place so colleagues can bring their full selves to work
- We celebrate our differences
- We remove barriers to access or equality
- We are actively anti-racist and address all forms of discrimination
- We engage and reflect the diverse community we are part of

INNOVATION



- We are curious and bold
- We find a better way in the everyday
- We challenge and question, asking 'why?' and 'why not?'
- We take creative and calculated risks
- We try new things and embrace change
- We learn and grow from our mistakes

The Role

The Deputy Director, Philanthropy leads the Major Gifts team to achieve annual targets and build strategic relationships that generate new and ongoing support for Sadler's Wells through high-level individual donations. This includes transformational and major gifts, project support and annual major gift memberships. This role exists to turn belief in dance into investment—securing the relationships and resources that allow Sadler's Wells, and the art form itself, to thrive, evolve and reach new audiences worldwide.

The new role is a rare opportunity to shape the future of philanthropy at one of the world's leading dance organisations, and combines face-to-face fundraising from high-net-worth individuals to support our annual major gifts as well growing our principal and transformational gifts. There is regular and proactive collaboration with the Director of Development and the development Heads of Department to deliver a dynamic programme of donor cultivation and stewardship. The structure of the development team is being reviewed and may evolve over the next year. This role ensures that philanthropy plays an ever more pivotal role in ensuring that the organisation can continue to innovate, take creative risks, and remain accessible to audiences, communities, participants and artists.

At its most powerful, philanthropy doesn't just sustain cultural organisations - it supports the future of the art form. This role is therefore instrumental in resourcing new work, who gets seen, how we use our international platform and how dance evolves over the coming decades.

What are my responsibilities?

Fundraising

- Shape and evolve, with the Director of Development, and implement an effective long-term philanthropy strategy to identify, cultivate and retain new transformational and major donations, and to achieve or exceed agreed annual income targets.
- Contribute to organisation-wide strategic planning, aligning fundraising with ambition.
- Develop and maintain excellent relationships with a portfolio of over twenty significant prospective transformational and major donors to achieve a combined Major Gifts target of £1m+ per year.
- Build effective relationships with potential new and existing donors through direct engagement as well as working closely with our Board, Development Council and Co CEOs to support fundraising efforts.
- Manage and grow principal giving, to ensure a constant level of income above the annual major giving levels.
- Work with the Director of Development to Oversee donor journey design for major and principal giving; by identifying and managing bespoke giving opportunities for transformational gifts; matching donor and Sadler's Wells ambitions.
- Translate our purpose and impact into compelling philanthropic propositions for principal gifts to ensure they fit within the fundraising targets and grow income while crafting a compelling, mission driven case for support.
- Oversee all fulfilment activities and communications with major donors, including planning and delivering events, ensuring that communications, the delivery of benefits and the administration of donations are carried out efficiently and professionally.
- Use data and insight to drive pipeline growth, forecasting and conversion rates.
- Develop and execute strategies for US-based philanthropy in partnership with

Sadler's Wells Association Inc. (Sadler's Wells America).

- Navigate transatlantic giving frameworks and relationships; including managing Sadler's Association Inc. Board meetings, and being the Sadler's Wells lead contact for the Board President.
- Explore ways to build global donor networks aligned to Sadler's Wells' international profile.
- Drive and collaborate with Individual Giving team on the long-term plan to maximise Legacy giving.
- Support or lead major fundraising campaigns, and attend and facilitate regular Development cultivation events as necessary.
- Support the Director of Development in leading on Galas, including timelines, budget setting, contracting and creation of a Committee.
- Recognise and exploit key crossovers that exist between all income areas (e.g. Philanthropy/Individual Giving/Corporate Giving/Sponsorship/Trusts) and liaise with colleagues to ensure optimum pathways for best results.

Leadership and Management

- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion and Innovation, being aware of the influence and impact you have as a senior manager in Sadler's Wells.
- Act as a senior ambassador for Sadler's Wells externally in high-level donor and cultural networks and events.
- Lead, inspire and develop a high-performing major gifts team, embedding a culture of ambition, collaboration and accountability.
- Build fundraising capability across the organisation (not just within your team).

- Champion Equality, Equity, Diversity, Inclusion and Belonging (EEDIB) in fundraising practice, ensuring inclusive approaches to philanthropy.
- Be transparent about decision making and be aware of your own biases, and be actively open to review, allowing for challenge, clarification and exploration of possible alternatives.
- Embrace digital ways of working to adapt, grow and continue to deliver our mission in a changing cultural landscape.
- Report to the Board and Development Council on the department plan and fundraising growth
- Ensure the team maintain accurate financial records and cultivation and stewardship plans.
- Ensure compliance with GDPR, the fundraising regulator and other relevant legislation and regulations.
- Keep abreast of developments in fundraising best practice, new funding programmes and legislation and contribute to any changes in procedure and practice as appropriate. Maintain current knowledge of tax effective giving.

General

- Attend colleague engagement sessions, learning activities and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises.

Who should apply?

The successful applicant will demonstrate the following skills, experience, and personal qualities:

Essential

Experience and knowledge

- A proven track record in achieving fundraising targets from major gifts at both the six and seven figure level
- A personal track record in initiating and securing new gifts and retaining support from individuals
- Experience of creating and developing strong relationships with supporters and stakeholders at a high level, with an ability to manage a portfolio of prospective and current donors
- Excellent interpersonal skills with proven experience of representing an organisation at a high level with both donors and the Board of Trustees
- Experience of complex, multi-stakeholder fundraising environments in arts/culture fundraising, ideally dance/theatre
- Experience of effective line management of colleagues and the ability to motivate, lead and nurture people
- Experience of managing expenditure and income budgets and in communicating and presenting financial information
- Strategic thinking and delivery focus; with high level written communication skills for proposals, applications etc.
- High level of written communication skills, including success in creating bespoke funding proposals and creating compelling stories to prospective donors, as well as crafting engaging funding reports
- The ability to work both as part of a team, and autonomously
- Thorough knowledge of fundraising database systems
- Working knowledge of tax issues related to giving
- Demonstrate passion for and understanding of dance, theatre, and cultural ecology.

Skills and abilities

- Ability to think strategically and creatively and contribute effectively to department strategy
- Ability to work effectively under pressure and to meet challenging targets, multi-tasking and delegating where needed
- Excellent written and oral communications skills with keen attention to detail
- Excellent IT skills; including spreadsheets and presentation packages
- Proactive, entrepreneurial and creative in identifying new income sources
- Diplomatic, with a professional approach to good customer care
- Ambitious, collaborative and enthusiastic
- Available to work in the evenings on a regular basis
- Must currently hold the right to work in the United Kingdom

Additional, but not essential

- Experience of designing or implementing legacy fundraising campaigns
- Experience with US fundraising or international philanthropy
- Experience of using Tessitura
- Experience/knowledge of contemporary dance and/or theatre

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.

Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

- You will be offered a salary of c£60 - 70,000 per annum based on a 35 hour working week, plus an additional paid meal break each day
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working, the role requirements and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have a number of EEDIB commitments to make lasting changes in the way we work

This is a new role, and we welcome applications from candidates who may not meet every criterion but are excited by the opportunity to help shape and evolve it.

If you don't have everything listed here, but believe you have demonstrable experience to take into consideration, please apply. We are aware every applicant will have strengths and development areas to accommodate, and we are open to discussions around how we can support the postholder.

Application

Recruitment Statement from Sadler's Wells

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers.

Sadler's Wells is a PiPA (Parents and Carers in Performing Arts) Charter Partner, striving towards creating a more family friendly working environment.

Application Process

Valued Recruitment is working exclusively with Sadler's Wells to recruit this pivotal vacancy. We are an ethical recruitment consultancy, intent on hiring inclusively and transparently.

The closing date for this role is **Sunday 2nd August**. To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. To apply please click [here](#).

For an informal chat about the role, please contact [Anna Ludeman](#), Founder at Valued Recruitment.

There will be two stages of interview, the first will be virtual and the second stage will be in person.

1st Stage Interviews (virtual): 10th and 11th August

2nd Stage Interviews (in person): 18th & 20th August

Accessibility is incredibly important to us here at Valued Recruitment and at Sadler's Wells. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.