

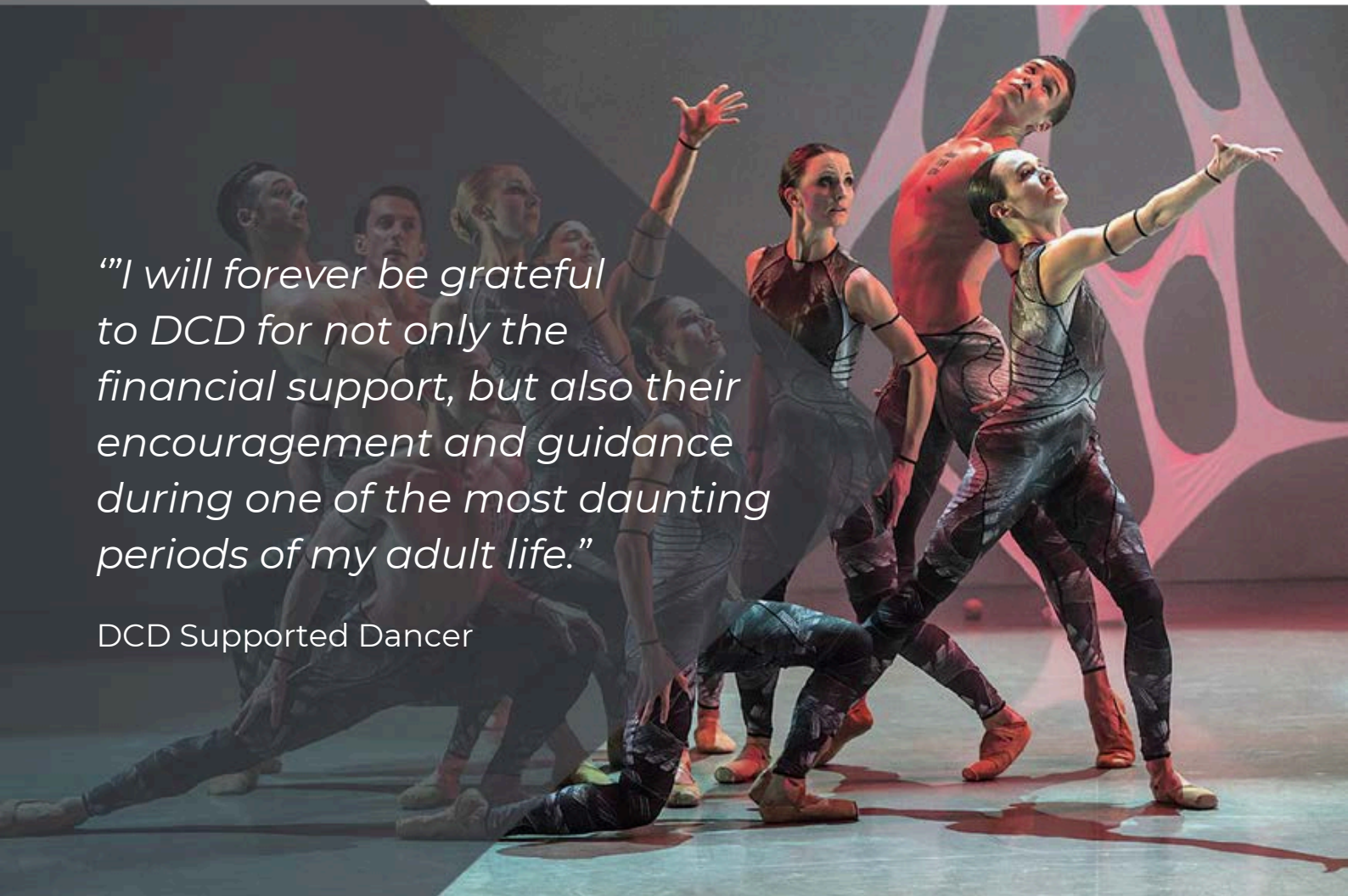


Head of Individual  
Giving

Recruitment  
Brochure

*"I will forever be grateful to DCD for not only the financial support, but also their encouragement and guidance during one of the most daunting periods of my adult life."*

DCD Supported Dancer



Ambitious  
for Dancers

Thank you for your interest in the role of Head of Individual Giving and in working with Dancers' Career Development.

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Image:  
**DCD EVOLVE London workshop**

Photography: Nick Ford





## **WELCOME** FROM THE EXECUTIVE DIRECTOR

Have you ever considered what happens to dancers when their performance careers come to an end? These talented artists who have trained for years to hone their technical and creative skills, and given so much pleasure to so many, have all too-frequently short careers, due to the physical and psychological demands of the profession. The prospect of leaving a job you love and have invested so much in is naturally daunting and this is why DCD plays such an important role within the dance sector.

DCD is ambitious for dancers' futures. We are here for professional dancers from all dance genres and backgrounds, during and beyond their performing careers. Helping dancers through professional and personal change is the lifeblood of DCD, removing barriers to career progression, enabling career sustainability, and creating life-long learning opportunities.

DCD is a curious and agile charity, able to flex to best respond to the needs of those we support. We aim to think differently and foster a culture of self-development, learning and growth. DCD believes in the power and potential of individuals. We recognise dancers as unique human beings, with exceptional skills and qualities.

In December 2024 we completed a year of celebrations and activities throughout the UK, to celebrate our 50th Anniversary. 2025 provides a significant opportunity for the charity to build on the success of these events, to raise and extend our profile, build more strategic partnerships, develop our fundraised income and increase our social impact.

We are seeking an experienced fundraiser, with excellent communication skills and the ability to increase philanthropic donations. External fundraising through individual giving plays a vital role in advancing DCD's mission, reach and impact, by enabling us to develop our programmes and extend our services to more dancers.

Our ideal candidate will have a strong track record and enjoy cultivating and stewarding individual donors, to broaden and extend DCD's pool of existing supporters.

If you are excited by this opportunity, resonate with DCD's values and are passionate about making a positive difference to dancers' lives, please get in touch; we would love to hear from you.

**Vanessa Lefrançois**  
Executive Director



Image:  
**Ingrid Mackinnon**  
Choreographer,  
Movement and  
Intimacy Director,  
DCD Trustée

Photography:  
Gabriel Mokake

*“A practical, friendly and firm hand to hold you while you ponder, while you feel lost, or while you try and build something new. A lifeline, even.”*

Dancer & Personal and Career Coaching Participant

## WHY WORK FOR DCD?

Dancers' Career Development is a unique national charity: committed to ensuring dancers thrive, personally and professionally, during and beyond their performance careers. Our main focus is on the design and delivery of professional development programmes that enable dancers to explore and prepare for their post-performance careers, either within or beyond the Creative Industries.

We work in partnership with dance companies, sector support organisations and non-arts companies to ensure dancers have healthy, sustainable and rewarding careers; including:

- Our Partner Companies: The Royal Ballet, English National Ballet, Scottish Ballet, Northern Ballet, Birmingham Royal Ballet and Rambert;
- Members of the International Organisation for the Transition of Professional Dancers;
- External partners: Moving Ahead, add-victor, One Dance UK, Clore Leadership, ZooNation: The Kate Prince Company etc.

We are dynamic and responsive to the dance sector's needs, delivering a range of services tailored to each individual dancer's needs, including retraining grants, individual coaching sessions, mentoring, networking and professional development and wellbeing workshops for dancers in our Partner Companies and those working independently across the UK. We also deliver bespoke programmes in vocational schools and Conservatoires for dance students entering the profession.

To celebrate our 50th year, we embarked on a series of regional events to increase awareness of DCD's charitable work. An important element of our 50th anniversary was to re-connect with our extensive number of beneficiaries, to celebrate their stories and develop our global alumni community; with the aspiration to engage and grow our supporter base.

We engage with thousands of dancers each year, with demand for support from freelance dancers outstripping resources. We aim to significantly increase fundraised income in order to develop our services and increase the amount and number of retraining grants available. The appointment of Head of Individual Giving is critical to this aspiration and will build on a small but loyal existing group of donors.

## OUR STRATEGIC PRIORITIES

We are in a period of business and digital transformation: developing new relationships and initiatives to enable dancers to raise their career aspirations through the provision of high-quality professional development opportunities, that deliver greater equity across the dance sector.

Our three key objectives are to:

- Deliver bespoke, relevant, accessible and dynamic programmes, to meet the needs of individual dancers and the challenges they face, leading up to and during career transition.
- Be financially resilient and raise significant additional funds, to deliver appropriate levels of financial support and guidance, to avoid limiting dancers' career ambitions.
- Raise DCD's profile via strategic partnerships, across the UK and internationally, in order to deliver greater equity of support to dancers from all genres as they develop their careers.

### OUR VALUES:

**Dancer-led:** Dancers are at the heart of everything we do. Dancers inform our decision making, co-create our programmes and help us elevate their voices, within and beyond the dance sector.


**Pioneering:** Building on our heritage as the first dancer career transition programme globally, we continue to develop our expertise, be forward-thinking, courageous and world-leading.

**Ambitious:** We are ambitious for dancers. There is no limit to what dancers are able to achieve with the right interventions, inspiration and support.

**Supportive:** We are supportive of the dancers and partners we work with, and each other. We are committed to realising dancers' potential and respect their individuality and unique path.

**Accountable:** We are accountable to the dancers we support, our funders, partners, supporters and to each other.

**Inclusive:** We commit to embed Equity, Diversity & Inclusion in our programmes and culture, with a commitment to delivering greater equity of opportunity to independent dancers.



*“To me, DCD embodies guidance, inclusivity, open-mindedness, and possibility.*

*Not only have they opened doors for me to venture into new fields and equipped me with all the resources necessary to pursue a Masters degree in Education & Technology at UCL, but they have also persistently shaped through their workshops, events and coaching sessions both my mindset and that of the whole industry.*

*My gratitude towards DCD is everlasting.”*

Edit Domszlai, former Rambert dancer and DCD retraining grant recipient, REACH ambassador and Beyond Dance mentee

Photography:  
Camilla Greenwell

# About the role



Image:  
**Sherisse Bisram**  
Dancer &  
Choreographer

Photography:  
Michal Jeck

We are looking for an experienced self-starter, who is highly motivated, results orientated and capable of working independently and within a small and ambitious team. Applicants should connect deeply with DCD values, have a keen interest in the performing arts and genuine desire to make life changing differences to dancers' lives and wellbeing. Our ideal candidate will have excellent interpersonal skills and a proven track record of establishing and maintaining excellent relationships with key donors.

The role is being offered on a permanent part-time basis, we are also open to hearing from freelance fundraisers. Some flexibility will be required, with regards to hours, in order to meet with existing and potential donors and attend events. DCD is a remote working organisation, so the post-holder will need to be able to work comfortably from home.

**Job Title:**

Head of Individual Giving

**Salary:**

£40,000 per annum pro-rata (negotiable for highly- experienced candidates)

**Reporting to:**

Executive Director

**Working closely with:**

Executive Director, Board of Trustees and Marketing & Communications Manager

**Contract:**

Permanent Part-Time (2 days per week) or Freelance Fundraiser considered

**Probation Period:**

6 months (due to part-time nature of role)

**Notice Period:**

One month's notice in writing on either side during the probationary period. Thereafter three months' notice in writing on either side once the probation period has expired.

**Start Date:**

As early as possible, this is a new post as part of an organisational restructure.

**Location:**

London, or within easy reach of London. DCD works remotely, with monthly in-person meetings held predominantly in London and Birmingham. However the post holder will be expected to have regular meetings with current and prospective donors and attend events - mainly in London.

**Benefits:**

- 28 days holiday pro-rata plus Bank Holidays
- 7% employer pension contribution
- Access to professional development programmes and training

# Purpose of Role

The Head of Individual Giving is instrumental in increasing individual, unrestricted and restricted philanthropic income.

Working closely with the Executive Director, You will be responsible for:

- Growing DCD's existing donor portfolio.
- Cultivating new relationships and stewarding existing donors, working closely with DCD Trustees.
- Implementing and developing our existing individual giving strategy, to support activities and core costs.
- Achieving/exceeding our target to double individual philanthropic income by 2027.
- Maintaining and extending excellent relationships with a broad spectrum of external stakeholders.
- Contributing to the development of DCD's business model, in particular to build DCD's case for support: clearly articulating the impact and importance of our work to supporters.

## Key Relationships:

The Head of Individual Giving will work closely with the Executive Director, Trustees and the Marketing & Communications Manager.

The post holder will be the main point of contact and responsible for maintaining excellent relations with existing donors and for cultivating and nurturing relationships with new prospects.



Image:  
**DCD 50th Anniversary  
Inspiration Event  
Panel Discussion**

Photography: Sophie Bradbury



# Key Responsibilities

## STRATEGIC

Refine and implement DCD's existing strategy to increase individual philanthropic giving of unrestricted/restricted funding from £90,000 to £150,000 by March 2026 and £200,000 by March 2027 .

Help cultivate a development mindset across the organisation, to embed a fundraising culture that enables the sustainable development of the charity and its programmes.

Together with the Executive Director and Trustees identify, engage and expand DCD's network of individual prospects who have the greatest propensity to support DCD's mission.

Develop a deep understanding and appreciation of DCD's specific place within the sector and build peer networks across the cultural sector as appropriate.

Working closely with DCD's Executive Director and Marketing & Communications Manager, to write bespoke, compelling copy and speeches to make DCD's case for support.

## INDIVIDUAL GIVING

Lead on prospect research for the charity, introducing new potential donors to DCD.

Work closely with the Executive Director, Trustees and alumni to identify potential donors and grow our portfolio of philanthropic supporters.

Manage our donor portfolio, developing personalised giving journeys to cultivate and increase their support, respectful of each donors' interests and preferences.

Lead on tailored fundraising campaigns to publicly raise the profile of DCD, increase and diversify our donor portfolio and develop a robust individual giving pipeline e.g. The Big Give.

Manage and develop our new '73 Circle, a patron scheme for donors which involves the delivery of an annual report and a limited number (circa. 3) activities each year e.g. Q&As, back-stage tours, open rehearsals – with support from the wider DCD Team. Target to expand the '73 Circle to 20 core members by March 2027.

Deliver a limited number of intimate stewardship events, supported by DCD Trustees, to deepen relationships with current donors and encourage them to introduce new donors to our charity's work e.g. private dinners, attending performances etc.

Work closely with the Marketing and Communications Manager to engage with DCD's international alumni network, establishing regular giving and living legacy prospects.

Work closely with the Marketing and Communications Manager to encourage supporters and alumni to make a legacy pledge to develop our living legacy community.

Future: once our donor base has grown, we will consider larger fundraising events from 2027, in line with our development strategy.



Image:

**Becky Scarrott**

DCD supported dancer, now a journalist:  
Audio Editor, TechRadar

## COMPLIANCE & REPORTING

Ensure all necessary systems, policies and procedures are in place to enable fundraising to be carried out efficiently, effectively, in accordance with the Fundraising Regulator's Code of Fundraising Practice.

Be responsible for monitoring progress against targets and provide monthly updates to the Executive Director and quarterly written reports to the Board and Finance Audit & Risk Committee.

Ensure any individual designated funds are appropriately allocated, and any evaluations or reporting requirements of donors are provided with accurate information and in a timely manner.

Ensure complete records of donors and prospects are captured accurately and tagged appropriately on DCD's CRM system.

Maintain high standards in financial processes and record-keeping, including the administration of Gift Aid declarations, processing of payments and GDPR compliant records of personal data.

Maintain excellent knowledge of charitable and arts sector fundraising trends, regulation and compliance, disseminating information to staff and Trustees as appropriate.

## OTHER

Adopt a creative, open mindset to exploring new avenues to engage with prospective donors.

Maintain a high-profile for DCD by attending key events, including evening and weekend functions (these will be minimal), to identify new opportunities and build relationships with a range of donors.

Refine and work within DCD's Ethical Fundraising Policy and Fundraising Regulator's standards at all times, ensuring gifts are processed in accordance with the charities SORP and conducting due diligence on potential donors as required.

## REQUIREMENTS OF ALL DCD STAFF

Creative, self-aware contributor to DCD, committed to the development of the charity.

Develop a good knowledge of the arts sector and factors impacting performers' lives and careers.

Comply with DCD policies and all legal and statutory compliance/legislation, including the Code of Fundraising Practice and GDPR.

Role model exemplary behaviour and be an active, positive ambassador for DCD at all times.

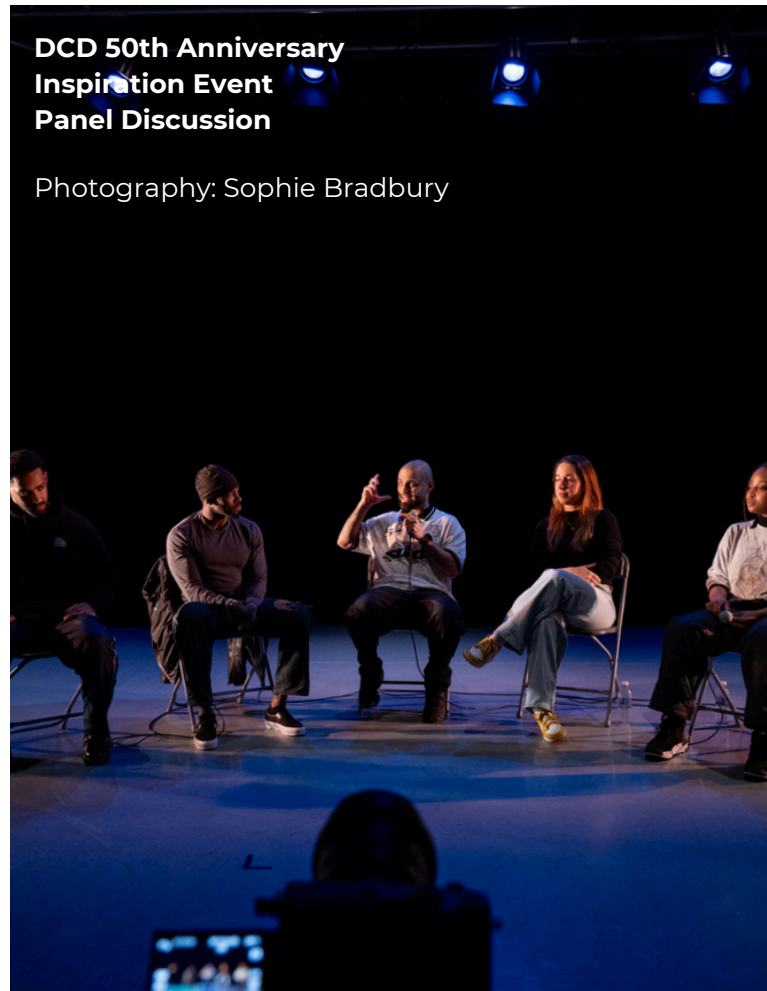
Be able to work remotely and attend regular online and in-person meetings, as required.

Have a flexible approach to work to meet the needs of DCD, with a willingness to undertake other duties as reasonably requested by Executive Director.

Identify learning needs for yourself and DCD staff, and participate in DCD training, appraisals and professional development opportunities as appropriate.

### DCD 50th Anniversary Inspiration Event Panel Discussion

Photography: Sophie Bradbury



# Person Specification

We would love to hear from you if you have the following skills and experience:

Strategic and creative thinker who can shape and implement a successful individual giving strategy.

Strong track record of increasing fundraised income in a sustainable manner.

Experienced, confident networker with the ability to expand DCD's pool of supporters.

Evidence of growing and managing a diverse donor portfolio, and developing personalised philanthropic journeys.

Thorough understanding of principles and practices of fundraising in the UK.

Knowledge and understanding of UK Charity Legislation, fundraising regulations and GDPR.

Proven record of developing and implementing successful fundraising campaigns.

Excellent interpersonal skills with ability to engage diplomatically with diverse stakeholders across multiple communication channels and make a compelling case for support.

Meticulous attention to detail in written communication, planning and reporting.

Highly numerate, with ability to manage budget and allocate resources effectively to deliver greatest impact.

Experience of giving platforms, gift aid reporting and managing data using CRM software to create targeted, segmented campaigns and mailings.

Image:

**William Bracewell**  
Principal Dancer,  
The Royal Ballet and  
REACH Ambassador





Image:

**Maiya Leeke**

DCD EDI Working group member  
Candoco Dance Company

## Our ideal candidate will have the following qualities and attributes:

- Creative self-starter with the ability to prioritise and manage their own workload.
- Results orientated, focused on DCD's strategic priorities and accomplishing targets.
- Methodical approach with ability to think laterally to deliver results .
- Commitment to DCD's values and genuine enthusiasm for their charitable work..
- Excellent people and communications skills with ability to collaborate effectively with colleagues and partners, whilst working remotely and in-person.
- Committed to strengthening the company's inclusive culture and promoting EDI.
- Interest in wider fundraising landscape and keeping up-to-date of philanthropic developments and trends, including digital.
- Ability to prioritise work, be flexible and multi-task, to meet competing deadlines.

# How to apply

To apply for this role please send your CV and a personal statement (no more than 3-sides of A4) explaining how your experience, qualities and values align with the job description and personal specification. Please provide examples and evidence of your fundraising track-record as appropriate.

Please confirm you have completed DCD's Equity, Diversity and Inclusion Monitoring Form [here](#) prior to submitting your completed application.

**The deadline for applications is:  
Midday Monday 3rd March 2025**

Interviews will take place week commencing 10th March 2025.

If you are interested in an informal, confidential conversation about the role or if a different application format is required, we will be happy to organise this for you. Please contact Debbie Cowley, Admin and Data Manager, by email: [recruitment@thedcd.org.uk](mailto:recruitment@thedcd.org.uk)

Data Protection Act, 2018. The information that you provide as part of your application will be used in the selection process only. All information about you will be securely held and access restricted to colleagues directly involved in dealing with the selection process. Unless you are appointed your data will be kept for 6 months following the closing date and then destroyed. By signing and submitting your application and the selection monitoring questionnaire, you are giving your consent to your personal data being stored and processed by DCD.

You can find our privacy notice here: [www.thedcd.org.uk/privacy-policy/](http://www.thedcd.org.uk/privacy-policy/)

**Legal status:** Dancers' Career Development is a company limited by guarantee registered in England and Wales (registered company number 10137622) and a registered charity (registered charity number 1168958) whose registered office is International House, 61 Mosley Street, Manchester M32 3HZ.

DCD operates a Positive Action policy (Equality Act 2010) to better represent the dance communities we support and to reflect our wider society. DCD is an inclusive charity that believes diversity leads to better decision making. We positively encourage and welcome applications by people who identify as from the Global Majority and/or people who identify as D/deaf, disabled and/or neurodivergent. Those who do and meet the essential criteria listed in the person specification will be guaranteed an interview.

We hope this pack contains all relevant information but please do take a look at our [website](#) and social media platforms for more information on DCD:

**Instagram:** @dcd\_dancers

**Facebook:** @dancerscareerdevelopment

**LinkedIn:** @dancers-career-development

We look forward to receiving your application.

## Contact

Debbie Cowley, Admin and Data Manager  
[recruitment@thedcd.org.uk](mailto:recruitment@thedcd.org.uk)

[www.thedcd.org.uk](http://www.thedcd.org.uk)



*“Dancers’ Career Development have been extremely supportive throughout my retraining. I think this organisation literally saves lives.”*

DCD Supported Dancer

Image (back):

**Constance Devernay**

Scottish Ballet Principal

Photography: Graham Wylie

Image (front):

**Northern Ballet dancers**

Kenneth Tindall’s ‘The Architect’

Photography: Emma Kauldhar