

Candidate Briefing Document

Head of Development & Fundraising



Irish Film Institute

July 2013



Contents

1. Organisation Background.....	3
2. The Position.....	5
3. Person Profile.....	8
4. Remuneration.....	8
5. Application Process.....	8
6. Contact.....	9

1. Organisation Background

About the IFI

In 1943, the National Film Institute (now the Irish Film Institute) was founded. In 1992, the IFI found its current home in Eustace Street, Temple Bar, Dublin 2. This, along with the ACCESS II scheme provided for by the Department of Arts, Sport and Tourism, allowed the IFI to expand its facilities to offer a third cinema and new archive facilities, education, festival and retrospective programmes in addition to its already established cinemas, film shop and café bar.

The core objectives of the IFI remain to exhibit, to preserve and to educate. The cinema airs Irish and international films that might otherwise not be screened within Ireland. The IFI hosts festivals and events which bring specifically designed programmes to audience. The preservation function is something on which the IFI continuously prides itself. Preserving Ireland's moving imagery is seen as a commitment to Irish Film heritage. Education, however, is the most forthcoming component of the IFI's objective today. The prominence of film as an educational device is widespread. Media literacy is a key skill necessary to most positions of employment in modern industry and vital to cultural life today, as evidenced by the proposed reforms to the Irish Junior Certificate.

Financial Model

The current Arts Council annual funding of €760,000 represents 25% of the annual budget. The remainder is generated by the IFI through cultural partners, sponsors, and income from IFI activities.

The IFI operates a model of cultural enterprise, using core Arts Council subsidies to procure diverse income streams which are then invested back into core activities in order to maximise the impact to the public of Arts Council funding. The Arts Council's



support of the IFI generates significant returns to the State, both economically and culturally. In 2010 the IFI used public subsidy of €800,000 to run a cultural organisation that employs 60 people and has an annual turnover of just over €3 million.

The IFI aims to increase funding from philanthropic and corporate sources by developing its private income streams, members and major gift appeal campaigns.

RAISE Programme and Context for Appointment

RAISE is a fundraising capacity building programme launched in 2012 and funded by the Arts Council of Ireland. More than 60 arts organisations applied to participate in the project, and went through a rigorous selection process based on the following criteria:

- Ambition and potential to raise additional private investment of over €250,000 per annum.
- Reputation, profile and ability to demonstrate that public good is being served.
- Strength of management team in terms of leadership, artistic management, business management, strategic thinking and networking.
- Standards of governance & ability of board to support the fundraising function.
- Evidence of commitment, with reference to strength of belief and faithfulness in execution over time.

IFI are one of eight arts organisations selected to receive funding and consulting services to the value of €100,000. Each organisation will receive one-to-one professional support through a process of fundraising strategy development delivered by a specialist team comprised of Dennis O'Connor and Neil Pope of 2into3 and Kingsley Aikins of Networking Matters. Participating organisations will be supported in the recruitment of a high level executive and will receive funding for 50% of the cost of a suitable qualified fundraising professional for a two year period.

2. The Position

Title:

Head of Development & Fundraising

Reports to:

Director

Place of Work:

Based at the Irish Film Institute, Eustace Street, Temple Bar, Dublin, the role will involve travel throughout Ireland and overseas.

Role:

The Head of Development & Fundraising is a new strategic post which will play a key role in broadening the funding base of the IFI. The role will take responsibility for developing fundraising and corporate support through donations and sponsorship. There will be an emphasis on building a patron scheme, engaging trusts, foundations and other grant making bodies, and maximizing the success of the members programme.

Responsibilities:

The Head of Development & Fundraising will be responsible for:

- undertaking a senior strategic role within the institute and taking an active role in the Senior Management Team, ensuring that the fundraising and development strategy feeds into the general strategy and operational activities of the institute;
- developing and implementing a high level fundraising and development strategy in tandem with the RAISE programme;
- delivering and achieving the agreed overall fundraising and sponsorship targets in accordance with the institute's annual and longer term budgets;
- researching, drafting and undertaking applications to trusts and foundations and applications for public funding, and drafting reports to such organisations, in consultation with the Director;
- major gift relationship building, having links with and introducing new major donors and developing long-term relationships with major donors
- Successfully managing the relationships with major donors, namely by requesting and securing major gifts
- researching and identifying potential new sources of funding including both new research and using contacts and existing networks to make connections for corporate and private funding;
- identifying and delivering commercial sponsorship opportunities; writing and presenting sponsorship proposals, and servicing relationships.
- writing high-quality persuasive copy for fundraising, sponsorship and appeal materials;; developing event strategies for the on-going development and engagement of relationships with key supporters;
- implementing and progressing the institute's legacy strategy;
- managing and developing the members programme;
- developing innovative fundraising and development initiatives that identify and maximise new opportunities and creating sustainable additional income streams over the long-term;
- devising and implementing a strategy for introducing new patrons and maintaining the support of existing patrons;
- working with the Board and sub-committees to devise and implement a strategy for increasing the number of supporters and engaging proactively with current supporters;

- being involved with fundraising and development events as required;
- monitoring fundraising and development performance against targets on a monthly basis/period end basis, providing management with information as required, ensuring that fundraising activities are constantly reviewed, tested, assessed and improved;
- developing appropriate systems for fundraising administration, ensuring that a donor database is maintained and fit for purpose and that all potential donations are appropriately acknowledged, managed, planned, co-ordinated and monitored from notification through to completion;
- attending Senior Management meetings, departmental and Board and other meetings, and reporting to such meetings, as requested;
- carrying out any other reasonable duties as requested by the Director;
- maintaining high levels of discretion and confidentiality at all times.

3. Person Profile

Skills Summary

Criteria	Essential	Desirable
Proven track record in developing funding from major donors, sponsorship or high level business development	✓	
Strong business competencies with proven track record of winning high value business pitches	✓	
Understanding of arts and culture or voluntary sector organisations	✓	
Passion for film and the work of the IFI combined with a genuine love for the arts	✓	
Excellent communications skills, both written and verbal.	✓	
Ability to manage high-level relationship cultivation	✓	
International experience, particularly with US donors		✓
Ability to deliver on ambitious targets	✓	
Ability to work well as part of a team	✓	
Adaptability and flexibility	✓	
Interest in Irish Heritage		✓

4. Remuneration

A competitive salary commensurate with the seniority of the position and experience of the candidate will be offered.

5. Application Process

To apply, please send your CV to Neil Pope (neil.pope@2into3.com).

The closing date for applications is 17th August 2013.



For more information on the Irish Film Institute please see www.ifi.ie



6. Contact

Neil Pope

Email: neil.pope@2into3.com

Address: Benson Street,
77 Sir John Rogerson's Quay,
Dublin 2.

Telephone: +353 1 640 1891

Fax: +353 1 640 1899

Website: www.2into3.com

info@2into3.com