

Candidate Briefing Document
Head of Fundraising
November 2012



Irish Film Institute

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1. Organisation

Mission & Vision

EXHIBIT

The IFI delivers a challenging and diverse programme of the best of international and Irish film culture through a programme of new releases, curated seasons, festivals and events. The IFI is committed to providing its audience with access to the best of new Irish film, including a number of films that would not otherwise have a theatrical release, and many films that would not otherwise be seen in Ireland.

PRESERVE

The IFI Irish Film Archive acquires, preserves and makes available Ireland's moving image heritage, working to ensure that Ireland's rich and varied film history, both amateur and professional, is protected and accessible for the benefit of current and future generations.

EDUCATE

IFI Education actively introduces new audiences to film culture and provides young people throughout Ireland with access to challenging and inspiring cinema. This is achieved through an extensive schools programme, both at the IFI and touring nationally, and through a number of innovative programmes aimed at family, youth and life-long learning audiences.

Financial Model

The cost to the IFI in 2011 of delivering its three core activities, EXHIBIT, PRESERVE, EDUCATE was €3,025,000. 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. The IFI is a company limited by guarantee with charitable status.

RAISE Programme and Context for Appointment -

IFI are one of eight arts organisations selected to receive funding and consulting services to the value of €100,000 through the RAISE programme. 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, Johnny O'Reilly 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. 5 | Page

2. The Position

Title:

Head of Fundraising

Place of Work:

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

Role:

The Head of Fundraising is a new strategic post which will play a key role in focusing and developing strategic fundraising and generating high level donations, in particular through major gift strategies, patron scheme trusts and foundations, and other grant applications.

Responsibilities:

The Head of Fundraising will be responsible for:

- undertaking a senior strategic role within the IFI and taking an active role in the Senior Management Team, ensuring that its fundraising strategy feeds into the general strategy and operational activities of the institute
- developing and implementing a high level fundraising strategy in tandem with the RAISE programme
- delivering and achieving the agreed overall fundraising 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
- 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 fundraising
- writing high-quality persuasive copy for fundraising and appeal materials; developing event strategies for the on-going development and engagement of relationships with key supporters
- implementing and progressing the IFI's legacy strategy
- developing innovative fundraising 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 events as required

- 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 fundraising from major donors or high level business development	X	
Understanding of arts and culture or voluntary sector organisations	X	
Passion for film and the work of the IFI combined with a genuine love of the arts	X	
Excellent communications skills, both written and verbal	X	
Ability to manage high-level donor relationship cultivation	X	
International experience, particularly with US donors		X
Ability to deliver on ambitious FR targets	X	
Ability to work well as part of a team	X	
Adaptability and flexibility	X	
Interest in Irish Heritage		X

4. Remuneration

A competitive salary, commensurate with experience is offered for the role

5. Application Process

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

The closing date for applications is 7th December 2012

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

6. Contact

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