



## FUNDRAISING & COMMUNICATIONS MANAGER RECRUITMENT PACK



### About Eco Drama

Founded in 2007, Eco Drama is an award-winning children's theatre company working in schools, theatres, community settings and festivals across Glasgow, Scotland and the UK.

We are passionate about making quality theatre and creative learning experiences for children and young people which nurture a sense of curiosity, wonder and care for our natural world and remind us we are part of an amazing living planet.

Eco Drama has a green ethos and strives to embed sustainability in all aspects of the work, from the content and themes, to how it is created and delivered. For example, productions explore sustainable set design and tour in an electric car and eco van run on recycled waste cooking oil, which reduces CO2 emissions by 85%.

The company also deliver CPD training for teachers, early years practitioners and other education professionals, and create educational resources. Eco Drama's 'Out to Play' resource packs are used in schools and education settings across Scotland as well as in countries across the world including Canada, Australia, New Zealand and USA. We aim to link arts and cultural experiences with positive practical action for the environment, for example, by supporting schools and communities to plant orchards and these activities are embedded into the artistic and strategic design of our work.

To date Eco Drama have worked with approximately **92,000 children**, young people and their communities, promoting the power of the arts to inspire people of all ages to take positive, practical action for the natural world.

Read more about our [passions](#), [impact](#) and work on our website: [www.ecodrama.co.uk](http://www.ecodrama.co.uk)

Dear Applicant,

Thank you for your interest in applying for the Fundraising and Communications Manager role with Eco Drama.

This pack provides the job description on pages 3-8, plus a bit more information about who we are and what we do.

If after reading this pack you are keen to apply, please download the following documents from the News page at [www.ecodrama.co.uk](http://www.ecodrama.co.uk).

- **Candidate Contact Form**
- **Application Form**

Please submit these forms by email to: [recruitment@ecodrama.co.uk](mailto:recruitment@ecodrama.co.uk)

The closing date is **Wednesday 31st January at 5pm**. You'll receive an automated reply when we've received your application.

Once you've submitted your application, please complete our [Equal Opportunities Monitoring Form](#). You do not have to complete this, however, it is a useful tool for helping us to monitor the effectiveness of our recruitment process. In accordance with the Data Protection Act 1998, the information you provide will only be used for the purpose of equality monitoring.

If you would like to have an informal chat about the role or have any questions which would help you in deciding whether to apply, or require support in preparing an application, please don't hesitate to get in touch by emailing: [emily@ecodrama.co.uk](mailto:emily@ecodrama.co.uk).

As part of our commitment to workforce inclusion and diversity, we have signed up to the UK Government Disability Confident Scheme. We can provide this application pack in another format including Braille, easy read, large print, or audio file upon request.

Please note that some links in this recruitment pack may become invalid in mid-late January, due to us upgrading our website during this recruitment process timeline. Should you have any issues accessing a specific webpage, please visit [ecodrama.co.uk](http://ecodrama.co.uk) where you can hopefully find the information you need. If not, please do get in touch.

Thank you for your interest and we hope to hear from you soon.

Best wishes,



**Emily Reid**  
Artistic Director / CEO  
Eco Drama



# Job Description - Fundraising & Communications Manager

Title of Post:	Fundraising & Communications Manager (part-time)
Schedule:	3-4 days / 21-28 hours per week. Monday-Thursday preferable. Potential for annualised hours*
Salary:	£29,000 - £34,000 (pro-rata). Starting salary dependent on experience. Salary will be reviewed annually.
Accountable to:	Artistic Director/CEO
Annual Leave:	33 days per annum including public holidays (pro-rata).
Pension:	Workplace pension with a 3% employer contribution and 5% minimum employee contribution.
Place of Work:	Studio 236, The Briggait, 141 Bridgegate, Glasgow, G15HZ. Eco Drama operates a flexible hybrid office/homeworking policy. Currently staff work 2-3 days in the office per week and the rest from home.
Contract:	This is a permanent post, subject to continuation of funding.  The post will be offered to the successful candidate after receipt of two satisfactory references and is subject to a satisfactory 6 month probationary period and appraisal, with an annual review.

\* An opportunity exists for this role to take more time off during the summer holidays (July-August) when it is quieter for the communication aspects of the role, and then work increased hours during term time, upon agreement with Eco Drama. For the right person, the company is open to discussing a schedule of work that suits both parties.

---

## Overview

Eco Drama is seeking to appoint an experienced and talented Fundraising and Communications Manager with main duties including Fundraising and Reporting (60%), and Communications (40%).

We're seeking someone who is an excellent written communicator, as well as comfortable working with budgets, to produce high quality funding applications. The successful candidate will have a flair for communications, able to tell the story of our organisation, its ethos, mission, projects and impact across a range of platforms.

Essential experience and skills of the role include:

- Knowledge of the UK funding sector and demonstrable success in fundraising to trusts, foundations and statutory funders.
- Excellent written communication skills with strong attention to detail and accuracy.

## **Role Summary**

The Fundraising & Communications Manager is a part-time role working in close collaboration with a small core team and reporting to the Artistic Director/CEO.

We are looking for an inspirational, conscientious and collaborative person who will contribute effectively within a small team and build on existing fundraising and communication functions.

As well as fundraising for the 2024-25 deficit (currently approximately £40k) and developing the 2025-26 funding strategy to trusts, foundations and statutory bodies, a key duty for the Fundraising and Communications Manager will be to manage the reporting to the Glasgow Communities and Place Fund, Eco Drama's main funder for 2023-25, ensuring the required qualitative and quantitative data is recorded and that accurate reports are submitted monthly.

An existing Trusts, Foundations and Statutory Funding strategy is in place with good record keeping of historical data, past applications and strong relationships with existing funders.

With Eco Drama's rebrand launching in late January 2024, including a brand-new website and exciting set of assets, the role provides an opportunity for using initiative with content and expanding and developing our messaging to our beneficiaries and stakeholders.

## **Person Description**

This is an exciting opportunity for an experienced fundraising and communications professional to join a small but growing charity that has been in operation for 17 years. The storyteller of the organisation, you will have a natural ability for great written communication, able to produce compelling applications to trusts, foundations and statutory funders, with a flair for producing excellent communications to a wide range of stakeholders.

You'll be the kind of person who thrives on collaboration with colleagues and equally comfortable driving things forward independently. A problem solver, methodical, organised and creative, as well as passionate about the work and ethos of Eco Drama, you'll understand your important contribution to organisational stability and realising new company ambitions.

We are open to employing early to mid-career fundraising and communication professionals if demonstrable funding application success and commitment to the area of fundraising can be made at application. Management experience is desirable, but if candidates do not have this, the role offers the opportunity for an ambitious and talented individual to grow and develop their skills in a supportive and collaborative environment.

## **Responsibilities**

### **Fundraising**

OVERALL: To be responsible for managing and achieving grant income and ensuring income generation targets are met.

- Set and realise annual fundraising and income generation targets, based on business and artistic plans developed with the Artistic Director/CEO.
- Build and maintain excellent relationships with funders to retain and extend levels of income.
- Lead on the development and submission of high-quality funding applications and proposals to a variety of trusts, foundations, councils and statutory funders.
- Research new funding opportunities on an ongoing basis, staying abreast of regional and national priorities and trends.
- Maintain the funding calendar and database of potential funders, ensuring it is reviewed and updated regularly and that deadlines are met.
- Identify, pursue and deliver on public procurement opportunities, when needed.
- Ensure all company policies are reviewed and up to date to be submitted with funding applications, including Health & Safety, Risk Management, Data Protection, Child Protection, Equal Opportunities and our Environmental Policy.
- Administration and development of company fundraising and donation platforms (currently Givey/Easyfundraising/PayPal).

### **Reporting**

OVERALL: To manage relationships with all funders and ensure reporting requirements are met.

- Lead on reporting and administration to funders, working in collaboration with the Finance Lead to prepare financial information.
- Ensure the reporting calendar is maintained and that reports are submitted to funders on time.
- Oversee and develop evaluation and monitoring procedures in collaboration with the Schools Project Manager, ensuring milestones and funder requirements are met.
- Oversee and develop the compilation of evaluation reports, annual reports and case studies as required, in collaboration with the team.
- Monitor and regularly update beneficiary totals across projects and yearly activity.
- Present quarterly written summaries to the Board on funding progress, successes, and future plans.

- Arrange and minute board meetings, distributing quarterly reports and minutes, in collaboration with the Artistic Director.

## **Communications**

OVERALL: To tell the story of our organisation, its ethos, mission, projects and impact to engage and gain new clients, followers, supporters, funders and volunteers across a range of platforms.

- Develop and promote strategic communications for the organisation.
- Develop relevant and quality communications materials, including flyers, posters and any other communication materials, in collaboration with the team.
- Liaise with and manage designers, printers and other third-party communication providers ensuring consistent branding and messaging.
- Contribute to social media in collaboration with the team, including designing creative campaigns that tell compelling stories about the organisations social impact, value and the difference we make.
- Contribute to the creation of quarterly e-newsletters and e-bulletins to supporters via Mail Chimp, supporting the Schools Project Manager as and when required.
- Liaise with the web developers when required and contribute to content creation, i.e. news stories, in collaboration with the team.
- Manage the Press freelancer, as and when projects require a presence in the local and national press.
- Research and develop communications with national and international education bodies/providers to raise awareness of our Out to Play resource packs and projects.
- Support the recruitment process of staff and freelancers in collaboration with the Artistic Director.

## **General**

- Support the organisation's annual business planning process by contributing to forward plans and ambitions.
- Participate in company meetings and events as required.
- Seek out and continue professional development and training in relation to your areas of responsibility, as required.
- Positively represent Eco Drama at events if required.
- Undertake any other duties appropriate to the post and organisation as required.

## Person Specification

We are seeking candidates with the following essential / desirable experience and skills. Please ensure to evidence or address these in your application and at interview.

Experience and Skills	Essential	Desirable
Knowledge of the UK funding sector and demonstrable success in fundraising.	✓	
Excellent written communication skills with strong attention to detail and accuracy.	✓	
Excellent organisation and time management skills, able to manage multiple priorities.	✓	
A high level of numeracy, with experience of reviewing and working with annual and project budgets.	✓	
Excellent verbal communication skills.	✓	
Excellent interpersonal, diplomacy & negotiating skills.	✓	
High level of proficiency in Microsoft Packages (Word, Excel, Powerpoint, Outlook, Teams)	✓	
Excellent problem-solving skills and resourcefulness.	✓	
Enthusiasm for the work of Eco Drama	✓	
Experience in compiling evaluative project reports and company annual reports for funders.		✓
Experience in compiling quarterly reports to Charity Trustees / Board of Directors.		✓
Experience of creating copy and content for marketing and communications materials		✓
Experience of website software (WordPress) and digital editing software (Canva).		✓
Experience of generating income through private giving.		✓
Management experience.		✓
An interest in children's theatre, creative learning and the place of drama and creativity within education/learning for sustainability.		✓
An interest in current environmental ideas and thoughts.		✓

An interest in socially purposeful projects working at grassroots level.		✓
--	--	---

### Personal Qualities

- ✓ Ability to think strategically and resourcefully.
- ✓ Ability to lead self and others.
- ✓ Approachable manner.
- ✓ Analytical and problem-solving skills.
- ✓ Energy, motivation and commitment.

### Recruitment Process and Timeline

**Application Deadline:** **Wednesday 31<sup>st</sup> January at 5pm**

**Invitation to Interview:** You will hear if you have been invited to interview by Friday 2<sup>nd</sup> February.

**Interviews:** **Friday 9<sup>th</sup> February between 9-6pm**

Candidates will be interviewed by a panel of 2-3 people from the company, ideally at the company's base in The Briggait in Glasgow City Centre, or alternatively via digital means. There will be a short interview task to prepare for which we will email you about when notifying you of the interview.

**Second Interviews:** Friday 16<sup>th</sup> February, or thereabouts.

Second interviews may be scheduled if the panel require further conversations with candidates.

**Candidate Selected:** By Monday 19<sup>th</sup> February or before, subject to scheduling of second interviews.

**Start Date:** As soon as possible.

**Feedback for Unsuccessful Candidates:** By 29<sup>th</sup> February.

Unsuccessful candidates who were interviewed will have the chance to both give and receive feedback on the recruitment process.





## Current Context and Projects for 2023 - 2025

The Fundraising & Communications Manager will join us at an exciting time as we deliver a multi-year project supported by The Glasgow Communities and Place Fund.

Over the coming year, we will be delivering a diverse programme of theatre productions, creative learning projects, continuing professional development and arts-based community food growing projects that engage and inspire people of all ages about the natural world and our place within it. As well as engaging in theatre and arts activities, the work will support and encourage communities to take positive, practical action to develop and improve local green spaces, inspire positive thinking about tackling the climate crisis, and enhance everyday experiences with nature.



The current programme of work includes 3 strands:

### 1. [Out to Play](#)

An arts-based outdoor learning project collaborating with schools and nurseries across Glasgow, with a focus on areas of social and economic disadvantage. Since 2015, Out to Play has delivered in-depth creative outdoor learning residencies with 71 schools and nurseries across the city and hundreds of settings Scotland wide, reaching almost 8,000 children and over 2,000 teachers and early years practitioners to date. Out to Play is delivered as a 5 week residency in primary school playgrounds and 3 week mini residency in nurseries, and works to creatively engage children of all ages with learning for sustainability topics and deepen their connection with nature. There is a strong staff CPD element underpinning the project, collaborating with and supporting partner schools to embed arts-based outdoor learning as a regular part of the school's timetable.

We also deliver an Out to Play CPD programme, consisting of interactive webinars, 'Out to Play in a Day' sessions and twilight playground CPD sessions, as well as selling hard copies of our four Out to Play resource packs, which to date have reached teachers and early years practitioners across the world.

## 2. Eco Drama on Tour

Our theatre productions aim to inspire children and young people about the natural world, support creative learning about sustainable living, and nurture a greater connection to nature.

[The Whirlybird](#) toured to schools, nurseries and community venues in Glasgow in Autumn 2023, plus several theatre venues across Scotland.

[The Forgotten Orchard](#) will be out on the road in Autumn 2024, touring throughout schools and communities in Glasgow as well as venues and festivals across Scotland. The production and its associated learning resources will support the creation of 20 new orchards in school playgrounds across the city, as well as a community orchard.

Eco Drama's touring productions are delivered in a van run on bio diesel made from recycled vegetable oil, and smaller workshops tour in an electric car, reducing CO<sub>2</sub> emissions by 85%. We are looking to upgrade to a fully electric van in 2024-25.

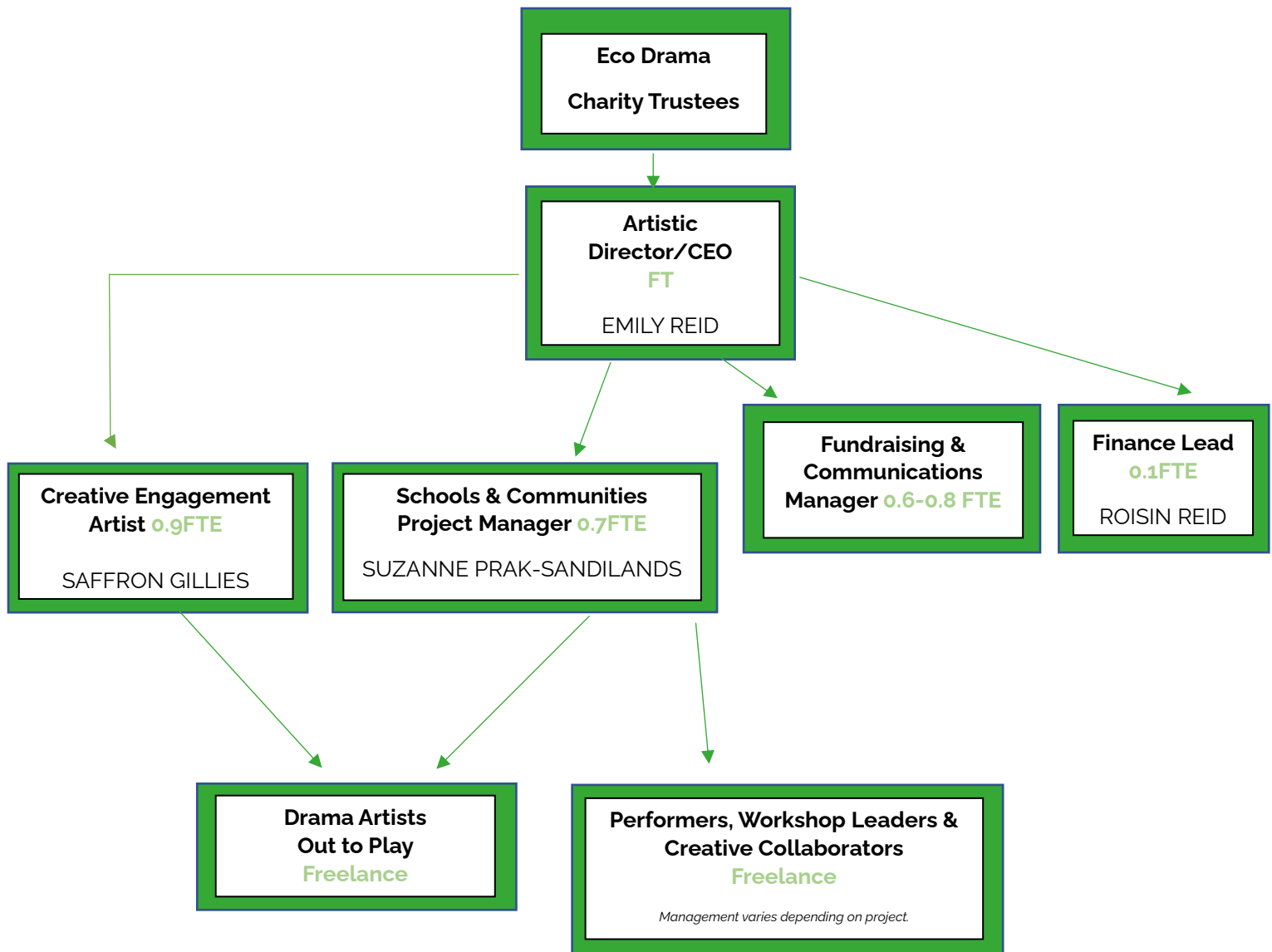


## 3. Pollok Grows Together & The Forgotten Orchard project

A local food growing and green space empowerment project combining the arts with practical community led action. During 2024, with the support of local organisations and horticulturists, Eco Drama will develop and deliver creative community engagement sessions and events with and for people of all ages across Pollok, collaborating to plant a new community orchard in an underused grassy area next to Pollok Community Centre. The project will leave a legacy of one new community orchard, plus 20 smaller orchards across the wider city in primary school playgrounds.

We will also be returning to Townhead in Glasgow City Centre to deliver creative engagement sessions and an Apple Day Event with the local community, reengaging community members young and old with the [orchard](#) we helped establish in 2013.

## Staff and Board of Directors



## What is it like to work at Eco Drama?

Eco Drama is a small team of hard-working and passionate people, working to tight budgets but achieving a lot for our company size. We take great pride in our work and achieving what we set out to do.

For the last few years we have been a core team of 2-3 staff. We are delighted to now have the ability to employ 5 core roles (3.5 FTE) which will enable more stability, more even workloads, and more defined roles.

We are collaborative at our core – all roles play a part in getting a project up and running and achievement is felt as a team as well as individually. The nature of working in such a small company is that each role can see their impact very directly. Whilst everyone has their own remit sometimes at busy moments, we all pitch in to support each other.

Our projects and productions are delivered in collaboration with talented creative teams of Performers, Drama Artists, Workshop Leaders, Designers and Creative Collaborators, who are equally passionate about the work and company ethos.



We are driven by a sense of how vital the work is – small acts leading to bigger change. At a time when it is easy to feel powerless in the face of the climate crisis, our aim is to inspire, motivate and enable.

We are passionate advocates for the role of the arts and creativity in learning for sustainability and education, and in wider community and theatre work with and for children and young people. Our goal is that every child we work with has a sense of the wonder of nature.

Some of the things that are important to us are communication, openness, respect, wellbeing, and integrity, and we really value a friendly and relaxed atmosphere in our team.

We are always learning as an organisation and adapting and evolving. Evaluation is integral to understanding and measuring the impact of our work with the children, young people and communities we work with.

Finally, we value the natural world and promoting a deeper connection with it. Themes of nature and ecology are not only present in the content of our work, but in how we create and deliver the work, from exploring sustainable set design to touring in a van run on recycled vegetable oil and an electric car.

We are busy throughout the year, with projects largely following the school calendar, with quieter periods generally over the school summer holidays and Christmas holidays. In any one year, we aim to deliver at least one creative learning project, one production tour and teacher CPD/training throughout the year as and when we have capacity.

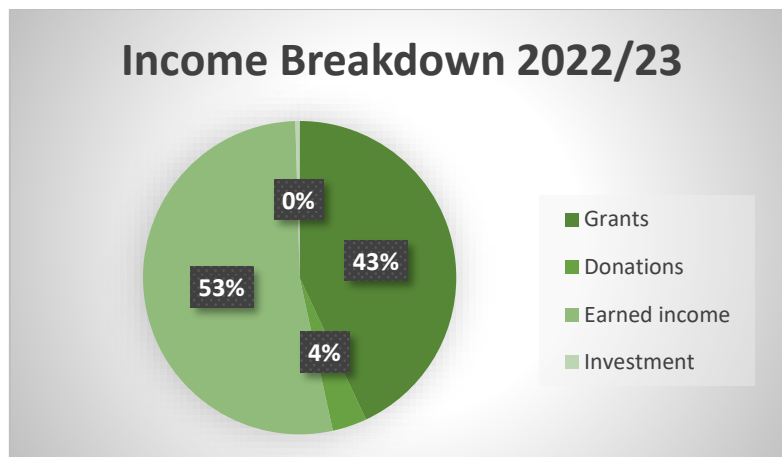
We are based out of a bright and airy office in The Briggait in Glasgow City Centre. As things have opened again, we have returned to the office on 2-3 days each week with the remainder worked from home. We also work flexibly wherever we can to accommodate individual responsibilities at home.

## Financial Background

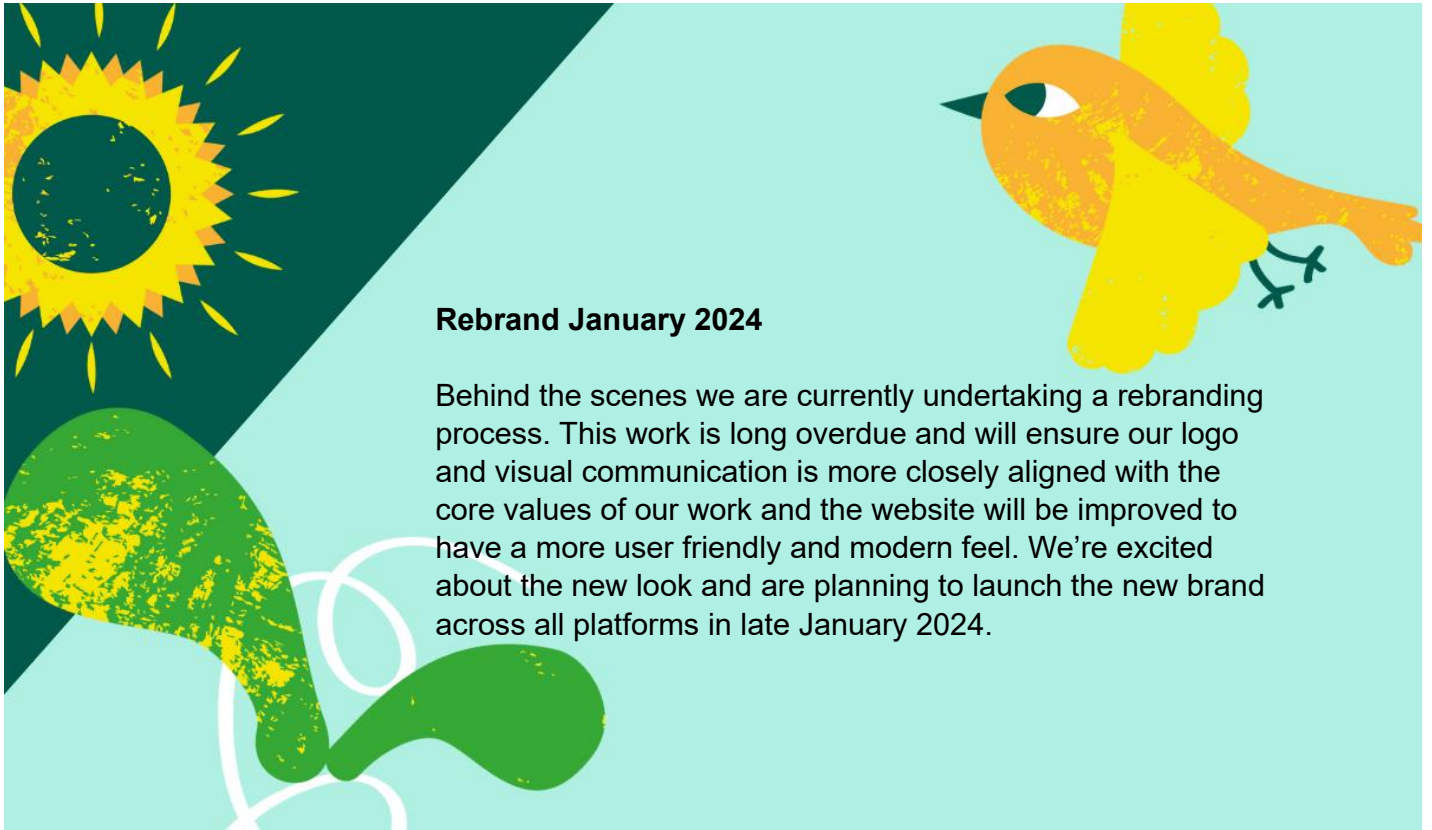


Over several years we have set financial goals for steady and achievable growth through increasing the variety of our supporters and increasing earned income each year, and we are pleased to have achieved this, which has led to greater stability and longer-term organisational sustainability.

Our strategy has largely been to secure successive large-scale multi-year grants to provide stability, whilst securing further funding from a variety of trusts and foundations, alongside developing earned income. In recent years, large scale funders have been The Scottish Government's Climate Challenge Fund (2010-2017), The Esmee Fairburn Foundation (2015-2021), Glasgow City Council Communities Fund (2021-23) and currently the Glasgow Communities & Place Fund (2023-25). We have steadily grown our earned income every year to ensure greater financial sustainability and are pleased to report in our latest 2022-23 accounts that Earned Income is the greatest source of income for our charity, something we have been striving towards for years.



100% of grant funding and 95% of target earned income is in place for 2023/24. 70% of grant funding is in place for 2024/25. A freelance Fundraiser is currently supporting the Artistic Director to raise the further grant funding required for 2024/25, and it is envisaged the Fundraising & Communications Manager will pick up on fundraising for the remaining deficit from March 2024 onwards, and once achieved will begin work on applications for 2025-26.



### **Rebrand January 2024**

Behind the scenes we are currently undertaking a rebranding process. This work is long overdue and will ensure our logo and visual communication is more closely aligned with the core values of our work and the website will be improved to have a more user friendly and modern feel. We're excited about the new look and are planning to launch the new brand across all platforms in late January 2024.

[www.ecodrama.co.uk](http://www.ecodrama.co.uk)

Eco Drama, Studio 236, The Briggait, 141 Bridgegate, Glasgow, G1 5HZ

Eco Drama is a Company Limited by Guarantee registered in Scotland and recognised as a Scottish Charity. Company No. SC347906. Charity No. SC043920

**ECO**  
**DRAMA**