

the forum

Information pack

Fundraising and Development Manager

Part time – 18.75 hours per week (0.5 FTE)

£35,000 per annum, pro rata



The Forum
Millennium Plain, Norwich NR2 1TF

theforumnorwich.co.uk

Company Overview

The Forum is an iconic landmark in Norwich city centre. Built for the benefit of the public, our building is open year-round, and is a cultural hub for the city and county. Everyone is welcome at The Forum.

The Forum is a thriving cultural and community hub based in the heart of Norwich. It's created and run by The Forum Trust. From its unique building and beyond, it provides vital social, cultural, and civic experiences for everyone – residents across the city and county and visitors from near and far.

We are responsible for our landmark building, the outside spaces in front of The Forum and 2 Millennium Plain. We manage a large underground car park and are landlords to a range of tenants including BBC East and Radio Norfolk, Pizza Express and Café Bar Marzano, and the Millennium Library.

This business model enables the Trust to support the management and maintenance of the building and provides an opportunity to create and deliver a diverse and varied programme of community events and activities, most of them free of charge, for everyone to enjoy.

As well as our flagship events, such as Norwich Science Festival, Norwich Games Festival, Norwich Book Festival, Norfolk Heritage Open Days and Norfolk Deaf Festival, our spaces are shared with and hired to businesses, individual and organisations for their own events. The Forum supports a range of activities working in partnership with other organisations, including Norwich Pride, Norfolk & Norwich Festival, and many other community events.

We could not achieve any of this on our own, and the popularity of The Forum, and the success of our events, are the result of our excellent relationships and collaborations with a wide range of partners.

Further information about the building's facilities and the events that can be enjoyed here can be found on our website: theforumnorwich.co.uk.

The Forum has a team of approximately 30 permanent staff, as well as our team of casual staff, who help us deliver events and activities.



Purpose of role

Reporting to the Head of Public Facing Activity, and working closely with Senior Management Team, you will develop, embed and drive forward a strategic approach to fundraising at The Forum to help strengthen the resilience of the programme of festivals and events, and support the financial stability of the organisation.

You will create a compelling case for support, using The Forum's 25th anniversary and our strategic priorities and the programme of cultural activity and festivals and will deliver an ambitious income target through sponsorship, donations, trust and foundations and partnerships, while building strong long term relationships with partners, funders, donors, sponsors and supporters.

You will be a key part of the team responsible for creating unique, high quality and exciting programmes of activity, to attract a wide audience, and strengthen the positioning and creative value of The Forum within the local and regional cultural landscape.

Main responsibilities:

Communication

- Securing a collective approach to fundraising and income generation, streamlining processes and matching prospects and priorities for funders to appropriate elements of the programme.
- Work with Festival Producers and Programmers to help set and achieve fundraising and income generation targets while reflecting accessibility and inclusion commitments.
- Build and maintain strong relationships with trusts and foundations, to drive compelling and well-researched funding applications.
- Identify and actively engage with a wide range of funders, sponsors and supporters through effective communication, and regular engagement to build and strengthen relationships.
- Embed fundraising across the whole organisation, motivating the team to secure buy-in.
- Plan and deliver supporter engagement activities, to strengthen relationships with stakeholders and funders.
- Act as Forum ambassador and representative externally at events, meetings and networking opportunities.



Main responsibilities

Strategy

- Create and implement a development and fundraising strategy, working with the Senior Management Team, Programme Producers and colleagues across the organisation, to drive external fundraising.
- Undertake desk-based research and keep up to date with grants and trusts and eligibility frameworks.
- Analyse and explore potential for new sources of income, including commercial partnerships and sponsorship, and implement strategies to develop these streams of funding.
- Establish a proactive strategy of engagement, to secure partnerships which align to strategic priorities and values.
- Work with consultants and colleagues across the organisation to help identify funding streams for specific activity and festivals and set and achieve fundraising ambitions.
- Generate sustained income from a variety of sources, including sponsorship, local businesses, donations and grants and trusts.
- Build detailed knowledge and understanding of The Forum's diverse creative programmes, to facilitate identification of the best funding opportunities.
- Develop individual fundraising strategies for specific projects and festivals.
- Prepare and submit fundraising proposals and bids to Trusts, foundations and grant making bodies to support The Forum's strategic priorities including the cultural programme of festivals and events.
- Proactively explore and develop new income streams and innovative fundraising models.
- Maximise the opportunity for donations, and work with Marketing colleagues on communication with audiences to drive donations and build support.



Main responsibilities

Governance and Reporting

- Maintain accurate records, and high-quality data to enable evaluation of opportunities and activity.
- Improve fundraising systems and policies and procedures, including the management, collection and disseminating of data and information.
- Ensure obligations to sponsors are achievable and proportionate, and that agreements are structured to ensure optimum benefit is delivered to both parties.
- Lead on monitoring and reporting for grants and sponsorship, preparing and delivering reports and presentations as required.
- Work closely with Senior Management Team on wider development strategy, (business planning, governance, capital investment strategy) to ensure fundraising activity is aligned with the Forum's current and future plans and capacity.

Other

- Draft and present reports to the Management Team, Board of Trustees, and other stakeholders as appropriate, to highlight performance and evaluation and progress against objectives.
- Evaluate all activity against objectives, establishing consistent and appropriate systems and methods and continually improving activity to reflect feedback.
- Proactively support and assist with all events and activities created or supported by The Forum as appropriate.
- Undertake training as identified and agreed to facilitate the effective ongoing delivery of the responsibilities of the post.
- Ensure sponsors and supporters receive the agreed benefits, recognition and effective stewardship.
- Promote a positive view of The Forum, its tenants and The Forum Trust at all times.
- Undertake such other duties as requested, assigned and delegated, which might reasonably be deemed to be appropriate to the skills and competence of the appointed person and the level of salary paid and which are at a broadly similar level of responsibility.



Person specification

	Essential	Desirable
Experience	<p>Previous demonstrable experience of successful fundraising within a charity, cultural, arts or not-for-profit organisation.</p> <p>Experience of working in fundraising, development or relationship management environment.</p> <p>Previous experience of writing funding applications, and securing grant funding, external sponsorship or individual giving donations.</p> <p>Experience of building and maintaining positive long term relationships with sponsors and supporters.</p> <p>Confident in managing CRM or fundraising databases, with strong attention to detail and GDPR compliance.</p> <p>A creative approach to developing engagement opportunities capable of reaching new audiences.</p> <p>Experience of working collaboratively in partnership with stakeholders and on projects involving partners.</p> <p>Budget management, financial reporting and external funding experience.</p>	<p>Experience in cultural, charity, heritage, arts or events sectors.</p>
Skills	<p>Excellent communication and people skills, with the ability to get the best from those around you.</p> <p>Strong interpersonal and negotiation skills, confident in engaging with senior stakeholders and partners.</p> <p>Able to build and maintain effective relationships both in and outside the organisation.</p> <p>Excellent IT skills, including MS excel spreadsheets, databases.</p> <p>Able to effectively plan and manage budgets, and control expenditure.</p> <p>Excellent time management skills. Able to work under pressure to tight deadlines, with a calm and creative approach to solving problems.</p> <p>Excellent written communication skills, with the ability to produce clear compelling funding applications and reports.</p> <p>Confident to work on own initiative and collaboratively in a team.</p> <p>An understanding of and experience in continuous evaluation and development.</p> <p>An understanding of the cultural and charitable funding landscape.</p>	
Personal attributes	<p>Proactive, motivated and results-driven, with a creative approach to income generation.</p> <p>Flexible, with a positive attitude.</p>	

Details and terms

Hours

18.75 hours per week (0.5FTE).

Flexible working arrangements will be considered. It is likely that additional hours will be worked during peak periods, for which time off in lieu will be given. The role requires a flexible approach and flexible working.

Salary

£35,000 per annum, pro rata per annum, pro rata.

Payment of Salary

Monthly Bank Transfer on the 20th of each month.

Annual Leave

Leave allowance for a full time post is 25 days per annum plus bank and public holidays.

Pension Arrangements

The Forum Trust will make a contribution of up to 5% of salary matched by an employee contribution, once the probation period has been successfully completed.

Probation

There is a three-month probationary period for all new starters.

Benefits

Employee benefits include access to Metlife Employee Assistance Programme, discounted membership to The Gym and free adult daytime classes at The Garage.

DBS Check

The successful candidate may be subject to an enhanced DBS check.

Equal Opportunities Policy

We are committed to equal opportunity in employment and recruitment. Applications are considered on the basis of their suitability for the post regardless of sex, race, ethnic origin, disability, age, marital status, domestic responsibilities, sexual orientation or religious affiliation. Suitability will be assessed on the basis of factual information provided by candidates. Give as much information as possible, including information about experience gained outside employment and any other factors you would like to be taken into account.

Application Process

To apply for this position please forward a completed application form with a covering letter explaining why you feel you are a suitable candidate. A CV may be included as an additional document.

Send applications to our HR services provider, quoting reference: **TFT041/26**.

Email: Recruitment@Flagship-Group.co.uk

HR Team [Ref: **TFT041/26**],
Flagship Group,
31 King Street,
Norwich,
NR1 1PD

Application Forms can be obtained from:
theforumnorwich.co.uk/about-us/vacancies

Follow this link to complete our [Equal Opportunities Monitoring Form](#). This form is separate to your application and will not be used for selection purposes.

To discuss the role in more detail contact Sophie Conroy on 01603 727950.

Closing Date for Applications

12.00 noon on Thursday April 30th 2026.

Interview Date

Interviews will be held at The Forum.
References will only be taken up after interview.