



**{ ORCHESTRAS  
FOR ALL }**

## **HEAD OF FUNDRAISING APPLICATION PACK**

### **LOCATION: UK-WIDE**

Please note this document has been formatted to improve accessibility for some of our readers but do get in touch if you would like us to provide the application pack in another format.

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## Introduction

Orchestras for All (OFA) believes that all young people should be able to access the life-changing benefits of group music-making, whatever their circumstances. Our charity breaks down barriers to music-making – logistical, financial, geographical, personal and cultural – across the UK, with the overarching objectives that:

- Young people will have increased access to high-quality, consistent provision of ensemble music-making opportunities, and
- Young people will be better equipped with the life skills, confidence and self-awareness they need to fulfil their aspirations.

To achieve this, OFA's currently strategy is focusing on three core programmes, working with around 500 young people annually:

- 1. National Orchestra for All (NOFA):** a completely free, inclusive, non-auditioned national youth orchestra in the UK, bringing together 100 young musicians from across the country.
- 2. Modulo:** kickstarting a vibrant and inclusive culture of music-making across 35 maintained secondary schools and home schools nationwide, giving 11-18-year-olds the chance to form an ensemble at school before teaming up with others to perform as a large-scale orchestra.
- 3. Music Leadership Training (MLT):** a series of virtual and in-person training sessions and webinars, supporting teachers and music leaders to develop the skills and confidence they need to run their own inclusive ensembles.



## About the role

Orchestras for All (OFA) seeks a Head of Fundraising to promote and celebrate its charitable mission with donors, partners and the wider public, advocating for a vision where all young people in the UK have access to the transformative benefits of orchestral music-making.

With the support of the Executive Director and fundraising subcommittee, the Head of Fundraising will have strategic oversight of OFA's fundraising strategy and will be responsible for managing and implementing its delivery.

In this role, you will call upon members of OFA's management team and Youth Board to design and collaborate on funding from diverse sources,

reporting back to funders on the charity's successes and learnings as it grows and develops its work.

A key aspect of the role will be to build and strengthen OFA's individual giving programme, exploring opportunities of engagement for new and existing individual donors.

This is a vital role within a truly inclusive charity at a pivotal moment of its journey, with OFA bringing the joy of music making to hundreds of young people who face the greatest barriers across the UK.



## **Fundraising at Orchestras for All**

Orchestras for All joined Arts Council England as one of their National Portfolio Organisations in 2023 in celebration of our charity's vital work, which is now recognised at a national level. Our ambitions are to grow and diversify our income streams with an ambition that, our income

comes from a broad range of funders, supporters and donors. Currently, our c.£850,000 income comes from the following areas:

- Public funding (35%)      Trusts and foundations (30%)
- Individuals(25%)      Community and events (3%)
- Corporates (4%)      Service users (3%)

To enable us to achieve this breadth of funding, our next priority will be to strengthen and grow our individual giving programme, which focuses on building an exceptional donor experience, alongside maintaining support from our other income streams listed above.

At OFA, we promote a team culture of fundraising with every member of the Board, Management team, Youth Board and Ambassadors engaging with fundraising each year. The Head of Fundraising will lead on shaping and delivering the fundraising strategy, primarily supported by the Executive Director, Head of Programmes and Partnerships, Fundraising and Communications Coordinator and two trustees: Lucinda Coulthard (Fundraising Consultant) and Dominic Parker (Director, BBC Scottish Symphony Orchestra) and Founder (Marianna Hay).

## **Main responsibilities**

### **1. Strategy and management**

- **Strategy:** co-design and deliver OFA's fundraising strategy through a broad mix of income streams – from trusts and foundations, public grant sources, a growing individual giving programme, corporate donations, earned income and events.

- Research: lead on research to explore new opportunities and channels for income generation from individuals, trusts and corporates.
- Case for support: co-create OFA's case for support, outlining the impact OFA can make with additional support, aligning with the charity's plans for the future.
- Relationship management: create an effective donor engagement plan ensuring that donors, supporters and partners are kept up-to-date and communicated with in a timely manner, while also ensuring they are credited appropriately through OFA's communications channels, to build strong, personable and meaningful relationships.
- Financial management: lead on budget management of income generation, reporting on success and learnings from past grants as well as forecasting future approaches.
- Line management: line manage the Fundraising and Communications Coordinator, with the Communications Manager.
- Fundraising regulator: ensure OFA is compliant and exceeds standards set out by the fundraising regulator, taking care to promote ethical, sustainable giving.

## 2. Delivery and engagement

- Individual giving: grow, strengthen and develop OFA's individual giving programme, while evolving its engagement with regular donors and developing their journey, alongside researching, networking and pitching to new potential donors.
- Create pitches: to high-level trusts and foundations, approaching pitches innovatively and ensuring that OFA remains creative in its offering.

- **Communicate:** Liaise with OFA's Content and Communications Manager to develop the communications strategy with donors and supporters to update them on OFA's impact.
- **Networking:** ensure that we explore opportunities to network with donors and stakeholders when we are delivering activities in their region.
- **Fundraising events:** lead on the delivery of bespoke fundraising events, up to three a year, inviting stakeholders ranging from local and national government through to individual donors, supporters and regional partners.
- **Data and reporting:** create quarterly fundraising reports to be reviewed by Trustees and OFA's Youth Board, ensuring donor engagement and data is stored centrally on our Salesforce database.
- **Arts Council England and Department for Education:** oversee and implement OFA's data collection requirements as a National Portfolio Organisation.

### 3. Equity, diversity, inclusion and accessibility

- Promote and be committed to equity, diversity, inclusion and accessibility throughout all aspects of our work.
- Understand the barriers young people we work with face and know how to work with and empower them to support fundraising at OFA.

### 4. General duties

- Act as an ambassador for Orchestras for All outside of the workplace.
- Attend projects, Trustee and Youth Board meetings by invitation to report and discuss progress.
- Undertake any other duties appropriate to the role.





## Person specification

We are looking for someone who is, first and foremost, excited and inspired by our work.

Applicants are encouraged to draw upon experience they may have gained in voluntary work or in their own projects. There are, however, essential qualities we are looking for:

### Essential qualities

- Experience of working at management level within a charity fundraising team;
- Outstanding written and verbal communication skills;
- Excellent presentation, negotiation and relationship-building skills;
- Excellent organisational skills including time, project and budget management;

- Ability to manage multiple priorities, work to deadlines and respond well in a fast-paced, creative environment;
- A creative, flexible, innovative and strategic thinker, with the ability to think laterally and find solutions to problems;
- The ability to work independently and take initiative;
- The ability to work in partnership across a small team and collaborate with others, establishing positive and successful working relationships;
- An understanding of the charity funding landscape through either direct (e.g. previous role) or indirect (e.g. volunteering/corporate social responsibility) experience, and
- A firm believer in the value of participation in music-making and passionate about music education, young people and artistic innovation, and
- Committed to inclusion, diversity, equity and accessibility.

#### **Desirable qualities**

- Experience of managing a fundraising team, inspiring high performance and unlocking each team member's potential.
- Experience of creating, monitoring and updating income forecasts;
- Experience of impact evaluation, including using quantitative and qualitative data to measure success, share learnings and identify areas for improvement.
- Experience on leading an individual giving programme.

We are keen for a wide range of individuals to apply for this role in terms of professional experience or background and are happy to consider applicants without direct work experience of every element of the main responsibilities outlined above.

## Terms

**Hours:** The Head of Fundraising will join our team on a part-time basis (three to four days, 22.5 – 30 hours per week). Our usual working hours are 09.30-18:00 with a one-hour lunch break. We are very open to discussing flexible working hours with the successful candidate.

**Contract:** Full-time, permanent contract.

**Salary:** £42,500 annual salary (£25,500 - £34,000 pro rata). All travel, accommodation and subsistence (food and drink) is provided as per our policy.

**Location:** Remote working from home (reasonable equipment will be provided). We currently have other team members working in Cardiff, Cornwall, Edinburgh, Glasgow, Hampshire, London, Sandwell, Sheffield and West Yorkshire.

**Annual leave:** 25 days annual leave (15 - 20 days pro rata), excluding bank holidays.

**Training:** One paid volunteer day annually, aimed to upskill you and the team.

**Assistance:** Access to employee assistance programme, with 24/7 GP and counselling service.

**Reporting to:** Executive Director

**Direct reports:** Fundraising and Communications Coordinator.

**Probation:** Six months.

**Notice period:** Three months (following probation period).

**Pension:** 4% employer contribution.

## Application process

To apply, please complete the [application form](#) on our website by 10:00am on Wednesday 5 March 2025.

If you would prefer to submit your application as an audio or video recording (a maximum length of five minutes), you may send your recording to [recruitment@orchestrasforall.org](mailto:recruitment@orchestrasforall.org) – this can be done via [WeTransfer.com](https://www.wetransfer.com) or [Dropbox](https://www.dropbox.com) if the file is too large. No assessment of the production quality of audio or video recordings will be made.

How your application will be assessed by your ability to demonstrate the essential skills needed for the role as described above, including demonstrating any transferable skills.

Your name will only be given to the panel at interview stage. Any appointment will be subject to two references and an enhanced DBS check, which will be paid for by Orchestras for All.

## Recruitment timeline

- 10.00am, 5 March 2025 – deadline to apply
- 11 March 2025 – first round interviews on Zoom

- Afternoon of 17 March 2025 – second round interviews on Zoom
- We can explore alternative dates should be unavailable for these interview dates.



## Equal opportunities

### Equality

Orchestras for All is committed to ensuring equality for everyone. We encourage you to apply regardless of what your age, disability, caring responsibilities, gender, pregnancy and maternity, gender identity, marriage and civil partnership, race, religion or belief, or sexual orientation may be. We recruit by merit, based on fair and open competition.

### Access

We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place. During the shortlisting process, all applications are

anonymised: your name will only be given to the interview panel at the interview stage.

### **Diversity**

We are an inclusive employer and know that diversity is crucial to the success of our work. It's hugely important that the young people we work with see themselves reflected in the staff leading our programmes. We also know that increasing the diversity of our team will mean that a wider range of views and experiences will impact our work, ultimately increasing the quality of what we're doing and ensuring that OFA is relevant and accessible to people from all backgrounds.

We are actively encouraging applications from those with similar backgrounds and lived experiences as those of the young people we work with. This includes people who identify as the following: Asylum seeker; Attends Pupil Referral Unit; Disabled; Economic deprivation; English as an additional language; Excluded from school; Experience racism; Homeless; Ill health; LGBTQIA+; Looked after; Mental health condition; Neurodivergent: including autism, ADHD, dyslexia, dyscalculia, Tourette's; Refugee; Rurally isolated; Sensory impaired or sensitivity; Special Educational Needs; Traveller/Romany; was a Young Carer.

If you have any of the lived experience listed above or feel underrepresented in the arts sector for another reason that you're happy to share with us, you will automatically be invited to interview if you can demonstrate you meet the essential criteria for the job.



## Any questions

To discuss the role, how your experience may be transferable to this role or to find out more about OFA, please email Executive Director, Nick Thorne, at [recruitment@orchestrasforall.org](mailto:recruitment@orchestrasforall.org), or call us on 0114 492 0222.

Thank you for taking the time to read this application pack – we look forward to hearing from you.

## Contact

Orchestras for All, Office 9, Shirley House, 31 Psalter Lane, Sheffield S11 8YL  
[info@orchestrasforall.org](mailto:info@orchestrasforall.org) | [orchestrasforall.org](http://orchestrasforall.org) | 0114 492 0222

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