



Applicant Pack

Head of Development



The Role

World Heart Beat is looking for an ambitious, relationship-driven and creative fundraising professional who is excited by the opportunity of building something meaningful, ambitious and full of energy.

This is a key role at the heart of the organisation, responsible for shaping and delivering a dynamic fundraising strategy that brings in sustainable income from trusts and foundations, individual donors, corporate partners, statutory funders, membership schemes, fundraising events and major gifts.

As Head of Development, you'll help shape the future of World Heart Beat by opening doors, building relationships and unlocking opportunities that ensure more young people can access outstanding music education, performance opportunities and truly life-changing experiences, regardless of background or circumstance.

We're looking for someone who is naturally curious, confident in building relationships and motivated by impact as well as income. You'll bring a strong track record of securing funding, developing partnerships and championing an organisation's mission.

You will thrive in a vibrant and creative environment, where every day brings new opportunities to connect people, champion young talent and make a lasting impact through music.

We welcome applications from a wide range of candidates and are open to discussing different working arrangements. In addition to a permanent appointment, we would also consider applications from those interested in working on a freelance basis or on a fixed-term contract.





About Us

World Heart Beat is a registered music charity. Its programmes enrich the lives of children and young people, and its communities. We place social justice at our heart, providing equality of access through the removal of financial barriers to all, and giving a voice to those who are underrepresented.

World Heart Beat was established in 2009 by Sahana Gero MBE to meet the need for music tuition outside of school, and creative industry skills training, for some of London's most disadvantaged young people. The organisation now enters a new phase, opening a second site in Nine Elms, south west London. Our Embassy Gardens building, situated adjacent to the US Embassy, comprises a state-of-the-art concert hall (the first to open in London since 2008), industry standard recording studio, media broadcast room, teaching spaces and café/bar.

World Heart Beat Embassy Gardens is situated in the heart of a new neighbourhood, which forms part of the major Nine Elms regeneration. Our venue is immediately adjacent to housing estates which are amongst some of the poorest in the country, and where arts engagement is low, and fulfils a gap in provision (previously under-served for music venues (just two pubs and youth services). We are committed to providing access to quality, inspiring and joyful concerts, and events for the community, and to playing a crucial role in social cohesion.

Our broad global music programme is intended to appeal to a breadth of audiences, reflecting the vibrant diversity of London, attracting music lovers from across the capital and from our communities. Our concert programme features international musicians, as well as emerging artists at the start of their careers. Embassy Gardens will also enable us to do more for young people than ever before. Our outstanding facilities, including our studio, means we can record young musicians, giving them a foot up in their careers, as well as deliver our EMERGE training programme, which is designed to address the lack of representation of women, Black and disadvantaged young people in the music industry.



The charity side of World Heart Beat

World Heart Beat operates through both a registered charity and a Community Interest Company (CIC), creating a unique model that combines charitable impact with entrepreneurial income generation.

The charity delivers our core mission: To transform lives through exceptional music education, professional training and world-class performance opportunities, driven by the belief that music should be accessible to all and that it has the power to uplift, unite and change lives.

Alongside this, our CIC generates earned income through activities including venue hire, commercial events, recordings, ticket sales and café. This commercial activity helps support the long-term sustainability of the organisation and contributes towards funding our charitable programmes.

The Head of Development will work across this blended model, helping to secure philanthropic and grant funding for our charitable activities while also identifying opportunities for corporate partnerships, sponsorship and strategic relationships that align with both our social mission and commercial ambitions.

This integrated approach offers a unique opportunity to work within an organisation that combines creativity, social impact, education, performance and enterprise to create meaningful opportunities for young people through music.



Transforming Young Lives

"If it wasn't for playing music, I wouldn't be alive. I used to carry a knife, but music changed all that. Playing music is my protection now"

WHBstudent

We nurture the talents of the next generation in a warm and welcoming environment, which sees young people thrive.

From an intake of 70 young people in 2010, we currently have c.500 students aged between 5 and 25 years at our academy in Southfields and at Embassy Gardens.

Our new centre is enabling us to reach more children and young people, and we hope to double our numbers over the next five years.

A snapshot of our track record to date:

- We provide 16,000+ hours of music-making each year
- More than 59% of students receive free instruments and tuition
- 51% of our students are from low-income households
- We teach a global music programme, reflective of the diversity of our communities

We support young people to become independent young people in the world, nurturing them as individuals, growing their confidence and aspirations.

At a time when music education in the formal sector is being squeezed out of the curriculum and tuition is becoming increasingly unaffordable to many, our work is more valuable than ever.



WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2025

MUSIC LEADERS AGED 15 - 25



100% feel that World Heart Beat offers a supportive, encouraging & motivational environment



92% have learnt new music skills at World Heart Beat



83% feel more confident and have increased self-esteem

“ I would definitely say that how friendly and lively everyone is has brought my happiness up as well. I've found so many great opportunities through the Emerge networking events. Also just being part of the community of people has felt really special.

YOUNG PEOPLE AGED 12 - 14



100% attend World Heart Beat at least once a week



80% have learnt new music skills at World Heart Beat



95% believe that if they work hard they will succeed

“ [coming to world heart beat has helped me in my life...] because now I became more confident in the concerts that I play in. Also, I learned that making mistakes is fine.

CHILDREN AGED 11 AND UNDER



100% attend World Heart Beat at least once a week



89% said they feel more confident

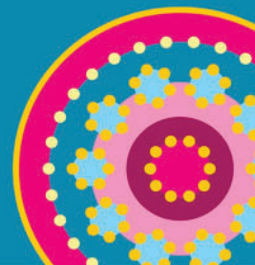


100% feel supported by World Heart Beat teachers and staff



80% have improved communications skills

“ I like the music...because it is peaceful.



Key Responsibilities



Strategic Development

- Develop and deliver World Heart Beat's fundraising strategy, aligned with organisational objectives
- Grow and diversify income streams to support programmes, bursaries, capital projects and long-term sustainability
- Work closely with the CEO, Artistic Director, Trustees and colleagues to identify fundraising priorities and opportunities
- Act as an ambassador for World Heart Beat, building strong relationships with supporters, funders and partners
- Monitor performance, prepare reports and ensure fundraising activity complies with best practice and regulatory requirements

Trusts & Foundations

- Develop and manage a pipeline of trust and foundation prospects
- Research, write and submit compelling funding applications and reports
- Build and steward long-term relationships with funders
- Work with programme teams to gather impact data and evidence for applications and reporting

Individual Giving, Supporters & Major Donors

- Grow income from supporters, patrons, major donors and legacy giving
- Develop donor cultivation, stewardship and engagement programmes
- Create bespoke giving opportunities linked to scholarships, programmes, concerts, instruments and special projects
- Work with trustees, ambassadors and patrons to identify and cultivate new supporters

Memberships, Corporate Partnerships & Sponsorship

- Lead the growth of membership and supporter schemes
- Develop and manage corporate partnerships and sponsorship opportunities
- Work with the Commercial & Hires Manager and Studio Manager to maximise sponsorship opportunities arising from venue hires, commercial clients, recordings and events
- Ensure partners and members receive excellent stewardship and engagement opportunities

Key Responsibilities Cont.



Events, Marketing & Communications

- Lead fundraising events, donor receptions and cultivation activities
- Represent World Heart Beat at concerts, networking events and industry functions
- Work with the Marketing & Communications team to deliver fundraising campaigns, appeals, impact reports and supporter communications

Arts Council England & Public Funding

- Support the management of relationships with Arts Council England and other public funders
- Coordinate reporting requirements and identify relevant funding opportunities

Systems, Reporting & Compliance

- Maintain accurate donor records using the CRM system (currently Good CRM)
- Monitor income against targets and produce reports for senior management, trustees and funders
- Prepare and submit end-of-project reports
- Ensure compliance with GDPR, Gift Aid and charity best practice
- Manage fundraising budgets and monitor return on investment

Person Specification

Experience and Skills

Essential

- Passion for music, arts education, social impact and World Heart Beat's mission
- Several years' experience in fundraising, development or income generation within the charity, arts, education or cultural sectors
- Proven success in securing income from at least two fundraising disciplines, including trusts and foundations, philanthropy, major gifts, corporate partnerships or statutory funding
- Excellent written and verbal communication skills
- Strong relationship-building and stakeholder management abilities
- Experience of developing fundraising strategies and achieving ambitious income targets
- Strong financial literacy, including budget management and fundraising forecasting
- Experience preparing reports for senior leadership teams and boards
- Knowledge of fundraising regulation, GDPR, Gift Aid and best practice
- Strong organisational and project management skills
- Ability to work collaboratively while managing multiple priorities
- Commitment to equality, diversity, inclusion and access

Personal Attributes

Desirable

- Knowledge of and engagement with the music, arts, education, youth or cultural sectors
- A track record of working with high-net-worth individuals and major donor programmes
- Success in securing funding from Arts Council England, National Lottery or other public funding bodies
- Involvement in the development and delivery of membership schemes and fundraising events
- Proficiency in using CRM systems and fundraising databases
- Familiarity with preparing reports and presenting information to trustees and charity boards
- Evidence of achieving significant income growth and meeting ambitious fundraising targets

Terms And Conditions

World Heart Beat is committed to creating a positive, inclusive and respectful working environment where everyone can thrive free from discrimination. We are an equal opportunities employer and actively value diversity across our organisation. We welcome applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national or ethnic origin, gender, sexual orientation, age, marital status or disability. We are also open to flexible working arrangements and encourage applications from individuals with a wide range of professional and educational backgrounds.

Health And Safety

All employees are required to undergo a DBS check and to understand and comply with World Heart Beat's Health and Safety Management Policy. This includes taking reasonable care for their own health and safety, as well as that of others who may be affected by their actions or omissions at work. The post-holder is also responsible for promoting and safeguarding the welfare of children and young people they come into contact with. They must adhere to and ensure compliance with World Heart Beat's Child Protection Policy at all times.

Further Role Details

Role:	Head of Development
Reporting to:	Artistic Director & CEO
Company:	World Heart Beat Music Academy
Contract:	Full-time, 40 hours per week across five days (including a one-hour lunch break). The role will require occasional evening and weekend work to attend concerts, fundraising events and stakeholder meetings, with time off in lieu provided where appropriate. We are also open to applications from candidates interested in working on a freelance basis or on a fixed-term contract
Salary:	£45,000 - £50,000 per annum, (pro rata if applicable), depending on experience
Benefits include:	Contributory Pension Scheme; Staff ticket allocation; Discounts at our café; and at the company's discretion training & development tailored to your experience
Location:	This role is primarily based at our Embassy Gardens site in South West London. Occasional travel within London and the surrounding area may be required to attend meetings, events, donor engagements and other activities in support of World Heart Beat's work
Holidays:	20 days (full-time equivalent) plus bank holidays, increasing by one additional day for each completed year of service, up to a maximum entitlement of 25 days

HOW TO APPLY

To apply, please submit:

A current CV; and

A covering letter (maximum two pages) explaining:

- why you are interested in the role; and
- how your skills, knowledge and experience meet the criteria set out in the Person Specification.

(Applications that do not include both a CV and a covering letter addressing the Person Specification may not be considered).

Please include the names of two referees, one of which must be your most recent employer. References won't be taken up without your consent.

Your letter, CV and EO monitoring form should be emailed to Hilary O'Connor, General Manager, at: recruitment@worldheartbeat.org

Application Deadline: 5.00pm, 5pm, Wednesday 15th July 2026

Interviews: Week commencing 20th July 2026

