



Applicant Pack

Senior Development Manager
(Trusts & Foundations)



The Role

As Senior Development Manager (Trusts & Foundations) you will play a crucial role at World Heart Beat, driving forward our fundraising by building on a strong base of trusts, foundations and statutory support.

In your role you will lead on trusts and foundations revenue funding applications and stewardship, as well as playing a part in World Heart Beat's wider fundraising. You will be supported in the post by our Director of Philanthropy & Commercial, who is leading the development of new earned income streams, alongside the wider executive and delivery teams, and a highly engaged Board of Trustees and Youth Board.

It is an exciting time for the charity, following the opening of World Heart Beat Embassy Gardens, our second site for music teaching, which includes a new concert hall and studios. We are looking to capitalise on the new funding relationships created through our successful capital campaign and COVID response programmes and build on our success with securing our continued Arts Council NPO status until 2026.

If you are an accomplished bid writer looking to take on your first senior level position or are a more senior candidate who may be returning to work after a pause in your career or are looking to balance a role with wider parenting and caring responsibilities, or would simply like a change of organisation, we would love to hear from you!





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.



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"

WHB student

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.350 students aged between 5 and 25 years at our academy in Southfields and at Embassy Gardens. Our new centre will enable 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 9,000+ hours of music-making each year**
- **More than 50% of students receive free instruments and tuition**
- **60% of our students are 'Black, Asian or minority ethnic'**
- **We teach a global music programme, reflective of the diversity of our communities**



Students typically come to us regularly for more than seven years, and 40% come multiple times a week, which enables us to support their growth as musicians

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.



MUSIC LEADERS AGED 15-25



91% feel that WHB offers a supportive, encouraging & motivational environment



80% have learnt new music skills at WHB



74% feel more confident and have increased self-esteem

“ *The talent, community & challenges here motivate me to get better each day.* ”

YOUNG PEOPLE AGED 12-14



97% attend WHB at least once a week



80% have learnt new music skills at WHB



97% believe that if they work hard they will succeed



72% report an improvement in their school work

“ *I enjoy being in a creative environment & being around other musicians.* ”

CHILDREN AGED 11 AND UNDER



100% attend WHB at least once a week



80% said they feel more confident



96% feel supported by WHB teachers and staff



72% have improved communication skills

“ *I love Wednesdays when I see my friends & the teachers. It's a magical time.* ”

Key Responsibilities

As lead grant bid writer, including for large multi-year requests, you will shape considered and compelling approaches and accompanying budgets in liaison with our Community & Events Producer, Artistic Director, Finance Manager and wider team – creating bids which bring to life World Heart Beat’s work and are aligned to funders’ priorities and interests

- To conduct regular trusts and foundation research to support pipeline development
- Help build and maintain strong and trusting supporter relationships through cultivating and stewarding grant and public funding, including through engagement opportunities with our work, invitations to relevant events and liaison regarding grant delivery
- In collaboration with colleagues, to monitor progress and delivery against confirmed grants and produce timely reports and updates
- Support and oversee recording of evaluation metrics agreed with funders and collecting evidence of impact
- Maintain thorough records of all fundraising work to include updating our database (PatronBase), logging bids submissions and expected outcomes, keeping a reporting schedule
- Involvement with the submissions, reports and drawdowns required as an ACE NPO funded organisation
- Play a role in the wider fundraising work of the organisation including stewardship of donors, patrons and corporates and hosting events
- Identify and engage with future philanthropic trends and to maintain a strong overview of the current trust and public funding landscape





Person Specification

Skills and Experience

- Track record of securing 5-figure grants and multi-year commitments from a range of trust and public sources and delivering against set fundraising targets
- Experience in contributing to organisations' overall fundraising and/or trust funding strategies and targets
- Ability to influence, inspire, and persuade people in written form and to tailor approaches to funders' different priorities and interests
- Experience of working with colleagues from across teams to iterate fundable projects, define project budgets and gather evidence of impact
- Experience of funder research, stewardship and reporting and familiarity with fundraising database(s)
- Commitment and flexibility to carry out varied responsibilities within a small team
- A passion for music and/or arts with a social purpose, commitment to opening up access and ensuring diversity across the sector

Personal Attributes

- Positive and forward-thinking
- Ability to self-start and work independently
- Highly organised
- Enjoys music
- Loves what they do

Further Role Details

Reporting to:	Sal Sherratt – Director of Philanthropy & Commercial
Working with:	Artistic Director, Community & Events Producer & Finance Manager
Company:	World Heart Beat Music Academy
Salary:	£45,000 FTE
Benefits include:	Contributory Pension Scheme; Equipment and support to work from home effectively; Training & development tailored to your experience
Hours:	Full-time working is equivalent to 40 hours per week (with 1 hour for lunch included). Hours are flexible, with attendance at evening & weekend events as required
Location:	Hybrid – home and office (South West London)
Holiday:	25 days FTE plus bank holidays

EQUALITY, DIVERSITY & INCLUSION

World Heart Beat is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background.

HEALTH AND SAFETY

All employees will be required to have a DBS check and are required to understand and comply with World Heart Beat Music Academy's Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work. The post-holder's responsibility for promoting and safeguarding the welfare of children and young people for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with World Heart Beat Music Academy's Child Protection Policy Statement at all times.

HOW TO APPLY

Please provide a copy of your current CV together with a covering letter explaining why you are interested in the position and how your skills and experience aligns with the person specification. 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 Kirsty Goodacre at: kirsty@worldheartbeat.org

Application Deadline: Monday 5 June, mid-day

Interviews held: Thursday 8 June

If you would like an informal chat about the role with Sal Sherratt, Director of Philanthropy and Commercial, please email her at sal@worldheartbeat.org