



Image credit: James Bass, Dominoes, 2022

NORFOLK NORWICH FESTIVAL

Development Manager
Communications & Development

Norfolk & Norwich Festival shares exceptional arts experiences across East Anglia. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play.



Dear Applicant

Thank you for your interest in this role at Norfolk & Norwich Festival. We are looking for a dynamic, entrepreneurial Development Manager to support Norfolk & Norwich Festival's fundraising strategy.

The role will primarily secure funding from (and manage relationships with) corporate partners and individual donors. Alongside this, there will be some work securing funding from trusts, foundations and other grant funders. The Festival is an Arts Council England National Portfolio Organisation but we seek to diversify our income streams from a range of sources.

The Festival programme encompasses many different art forms, it is contemporary, international and for everybody. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create (FC&C) activates creative people and cultural communities by connecting leaders, delivering interventions and sharing ideas, knowledge and experiences. FC&C is a year-round initiative across East Anglia (Norfolk, Suffolk, Cambridgeshire and Peterborough).

Norfolk & Norwich Festival welcomes applicants from a wide mix of people. We are really interested in hearing from people who possess transferable skills. We also welcome applicants from a wide mix of people because we want our workforce to be inclusive of people from a diverse range of backgrounds. We are therefore particularly interested in receiving applications from people who identify as disabled, people from culturally diverse backgrounds and people from socio-economic backgrounds that are currently under-represented in the arts.

All the information you need about the post and the application procedure is provided in the accompanying documents. We would encourage prospective applicants to attend events at this year's Festival. We'd also be happy to arrange an informal chat ahead of the deadline for anyone interested in applying.

If you have any questions about the post feel free to email me via Sava Radulovic, Office Manager on sava.radulovic@nnfestival.org.uk. The deadline for applications for the post is 10am on Friday 22 May 2026. Interviews are planned for 3 & 4 June 2026.

If you are interested in working for us and believe this job suits you, I encourage you to apply.
Best wishes,

A handwritten signature in black ink that reads 'Daniel Brine'.

Daniel Brine
Artistic Director and Chief Executive





Our CORE VALUES underpin all of our work. Our values are to be:

CREATIVE - We champion artistic excellence and value creativity in everyone.

CURIOUS - We explore and reflect the changing social and physical contexts in which we live.

INCLUSIVE - We are respectful of the diversity and difference of people and their views and values.

COLLABORATIVE - We work with artists, communities, peers, partners and stakeholders to achieve common goals.

STRATEGIC - We balance artistic and social ambition with a sustainable business.

All of our work is informed by our **PROGRAMME PRINCIPLES:**

- **Art relevant to today**, blurring the boundaries between artforms and between art and everyday life.
- **'Festival spirit'** which we bring to our work to celebrate, to share cultural experiences and to bring our community together.
- **Questions and actions about a Social Responsibility** with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability.

Norfolk & Norwich Festival

GOALS:

- To have more people experience and value the arts.
- To hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences.
- To be a champion for excellence in our cultural offer for children and young people.
- To be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond.
- To be socially responsible, committed to questions and actions about a changing world.
- To have a stable and adaptive business structure with diverse income streams.





Development Manager

Team: Communications and Development
Reports to: Head of Communications and Development
Responsible for: Line Management of Development Assistant, plus casual staff and volunteers as required.

Purpose of role:

Primarily to generate income from individuals and corporates with some fundraising from trusts and foundations, local authorities, international funders and project funders for Norfolk & Norwich Festival and our other initiatives.

Introduction

The Development Manager's role is to secure funding for the Festival and its initiatives and manage those relationships. The post holder needs to have a track record in fundraising from a broad range of sources, with a particular emphasis on giving from individuals and sponsorship from corporates. The post holder should have experience of preparing funding applications to Trusts & Foundations or Local Authorities and have experience of successfully managing relationships with donors, sponsors and stakeholders.

Main Duties

The Development Manager's responsibilities include:

1. Maximise income from sponsors, individuals, trusts, foundations, local authorities, international funders and project funders for Norfolk & Norwich Festival and our other initiatives.
2. Lead approaches for individual giving and corporate sponsorship with the Head of Communications and Development, to achieve fundraising targets.
3. Manage relationships with existing corporate partners, donors and other stakeholders.
4. Prepare partnership contracts for corporate sponsors.
5. Research and connect with prospects, develop and make proposals and pitches, and produce reports which demonstrate return on investment. Attend events which enable the introduction of potential new prospects.
6. Ensure all marketing and promotional materials are designed and developed to satisfy sponsorship requirements, working closely with colleagues across the Communications and Development team.
7. Organise and manage hospitality and partnership events during the Festival, to include venue hire, catering, invitations, ticket allocations, branding as required.
8. Manage the creation, delivery and evaluation of year-round Development events for sponsors, supporters, trusts, prospects and key stakeholders.
9. Line manage the Development Assistant.
10. Brief and oversee the work of casual staff and volunteers.
11. Manage the promotion of the Festival's Legacy Programme.
12. Support the Head of Communications and Development in the preparation of applications and reports to Trust, Foundations and Local Authorities.

13. Manage the development and delivery of the Festival's Supporter schemes and work collaboratively with Audience & Data Manager on the Festival's Friend's scheme.
14. Work with the Board of Trustees' Development Committee and oversee the administration for the meetings.
15. Work towards the aims and targets of the Norfolk & Norwich Festival Audience Development Plan including working closely with the Communications team to build audience numbers and audience experience.
16. Undertake training as identified and agreed with the Head of Communications & Development which might include health and safety, safeguarding and first aid training.
17. Undertake any other duties which might reasonably be deemed to be within the status of the job and appropriate to the post.
18. Carry out all duties in accordance with appropriate internal and statutory procedures, including our environmental policy.
19. Adhere to Norfolk & Norwich Festival's employment policies and procedures with particular reference to Safeguarding Children and Adults at Risk, Equal Opportunities and Health and Safety.

Person Specification

It is **essential** that the Development Manager has:

- experience of securing funding from individual donations and corporate sponsorship
- strong organisation skills and an ability to keep accurate records
- excellent verbal and written communication skills
- experience of working on events
- understanding of the role of cultural activity in relation to broader social and economic agendas
- confidence in developing and maintaining good contacts with the business community and network/business membership organisations
- experience of dealing with senior representatives of sponsors and stakeholder representatives
- a good understanding of budget administration
- experience of managing a busy workload
- a passion for the arts

It is **desirable** that the Development Manager has:

- experience of securing funding from trusts and foundations
- experience of the arts, education and cultural sector
- experience of working with a variety of funders

NNF staff are expected to be



- Team players
- Good communicators, using appropriate means in effective ways.
- Flexible and proactive in their approach to work.
- Willing to learn and develop.
- Able to manage their own workload with minimum supervision.
- Able to remain calm under pressure.
- Reliable time-keeping with a good attitude to attendance.
- Committed to equality in the workplace.
- Computer literate, including possessing basic word processing and spreadsheet skills.

Terms & Conditions of Employment



This is a full time, permanent post

Salary

Up to £35,000 per annum, depending on experience

Annual Leave

Full-time entitlement for permanent staff is 28 days holiday per year, in addition to bank holidays.

Hours of Work

5 days (37.5 hours excluding breaks) per week. General office hours are 9:30am - 5:30pm with core working hours of 10am - 4pm. You should agree your working pattern to enable you to work your contracted hours with your line manager. The nature of the position means some evening and weekend work will be required,

Pension

Norfolk & Norwich Festival operates an auto enrolment pension scheme.

Place of Work

We generally expect our staff to work from the office for 80% of their contracted hours. The office is based in Norwich Guildhall, a grade I listed building in central Norwich, The Festival also uses a variety of venues throughout Norwich and Norfolk for performances and events.

Travel

You will be required to travel throughout the region, sometimes in rural and isolated areas, nationally and internationally. Travel expenses will be reimbursed on the basis of the cheapest available public transport fare or at the appropriate rate for mileage established by Norfolk & Norwich Festival.

Notice Period

One weeks notice in writing on either side during the probation period. This increases to three months once the appointment is confirmed.

Equal Opportunities

Norfolk & Norwich Festival is committed to a policy of equality of opportunity in its employment practices. Norfolk & Norwich Festival is working towards equal opportunities in employment, with the aim of ensuring that everyone who applies to work for us receives fair treatment. To help us to achieve this aim we ask you to complete the Equal Opportunities Monitoring Form. This information will be used to monitor the effectiveness of our Equal Opportunities Policy and for no other reason.

How to apply



Application Procedure

Application is by the completion of Norfolk & Norwich Festival's Application Form (a CV may be attached, in addition, if desired) which should be emailed to sava.radulovic@nnfestival.org.uk along with a completed Equal Opportunities Recruitment Monitoring Form.

For the supporting statement in section 3 of the the application form, we encourage you to use examples to demonstrate how your skills and experience meet the criteria in the person specification.

If you would rather submit section 2 and 3 of the application form by video, please use a common format such as MOV, MP4 or AVI and submit this alongside your application.

If you require the forms in large print or would like a paper copy posting to you please contact sava.radulovic@nnfestival.org.uk.

Applications can also be posted to:

Sava Radulovic
Norfolk & Norwich Festival
Norwich Guildhall
Gaol Hill
Norwich, NR2 1JS

Please mark your envelope PRIVATE AND CONFIDENTIAL, ensuring that you have used sufficient postage.

Applications submitted without a completed application form (i.e. CV only) will not be considered.

Deadline

The deadline for receipt of applications is 10am, Friday 22 May 2026. No applications can be considered after the closing date.

Interviews

We anticipate that interviews will take place on either Weds 3 or Thurs 4 June 2026. Please advise us if you are unavailable at this time.

Applicants will be notified if they have been shortlisted for interview by Thursday 28 May. Whilst we would like to be able to contact all unsuccessful applicants, with the volumes of applications received that is not always possible.

Queries

If you have any questions about the post or application process, please contact the office Manager on 01603 877750 or sava.radulovic@nnfestival.org.uk





Norfolk & Norwich Festival

Norfolk & Norwich Festival (NNF) shares exceptional arts experiences across East Anglia. Through our two main activities – the Festival and Festival Connect & Create – we lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk each May. The Festival programme is multi-artform, contemporary, international and audience centred. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create (FC&C) activates creative people and cultural communities by connecting leaders, delivering interventions and sharing ideas, knowledge and experiences. We support life-long creative engagement and have a focus to improve the cultural offer for children and young people. Our networks connect teachers, artists, young people and Local Cultural Education Partnerships. We undertake place-based collaborations which give local communities a creative focus and contribute to social renewal. FC&C is a year-round initiative across East Anglia (Norfolk, Suffolk, Cambridgeshire and Peterborough).

All of our work is underpinned by our 'programme principles' – our embrace of:

- art relevant to today, blurring the boundaries between artforms and between art and everyday life.
- 'festival spirit' which we bring to our work to celebrate, to share cultural experiences and to bring our community together
- questions and actions about a changing world, with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability

Norfolk & Norwich Festival's goals are:

- to have more people experience and value the arts
- to hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences
- to be a champion for excellence in our cultural offer for all children and young people
- to be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond
- to be socially responsible, committed to questions and actions about a changing world
- to have a stable and adaptive business structure with diverse income streams.

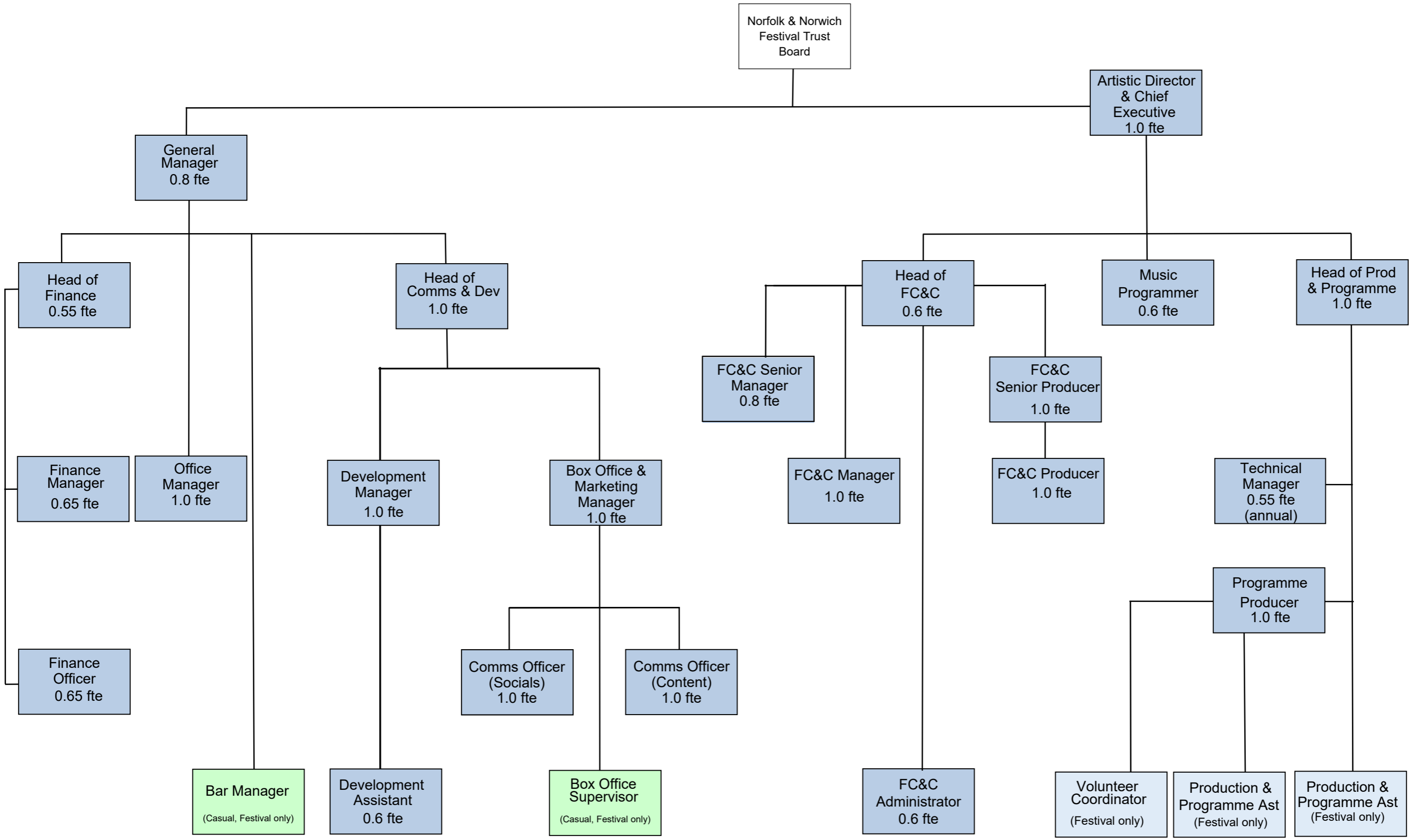
All of our work is underpinned by our core values, which are to be:

Creative	We champion artistic excellence and value creativity in everyone.
Curious	We explore and reflect the changing social and physical contexts in which we live.
Inclusive	We are respectful of the diversity and difference of people and their views and values.
Collaborative	We work with artists, communities, peers, partners and stakeholders to achieve common goals.
Strategic	We balance artistic and social ambition with a sustainable business.

Norfolk & Norwich Festival is an Arts Council England National Portfolio Organisation and financially assisted by Norwich City Council and Norfolk County Council. Our annual turnover is around £2.25 million each year. We are a registered Charity.

nnfestival.org.uk

Norfolk & Norwich Festival Organisation Line Management Structure



Casual Festival Contracts
variable
Technical crew, bar staff, event managers, box office, publicity team, security, Spiegeltent front of house, etc.

DNS
IT Support

HR Dept
(Freelancer/
Agency)

David Caines
(Freelancer/
Agency)

Bread and Butter PR
(Freelancer/
Agency)

Programme
Partner:
National Centre
for Writing



How we use your data for recruitment purposes

Background

This privacy policy covers how we, Norfolk & Norwich Festival Trust, collect, use, store and protect the data that is supplied to us by job applicants and agencies.

Our commitment to job applicants

We believe in equal opportunities and will treat all applicants fairly with no discrimination. We never knowingly provide misleading information about the nature of the role. We are committed to managing your personal information securely and with respect in accordance with the General Data Protection Regulation requirements.

The information we collect may cover the following:

- contact information (name, address, phone number and email address)
- information from CV, application form or covering letter (education, skills and qualifications)
- psychometric tests
- health records (such as health questionnaires) where required as part of the role
- occupational health reports (if higher level screening is required for role) with access to medical records consent being given by the applicant
- Disclosure and Barring Record where a requirement for the role
- references from the named referees that the applicant provides and only with the applicants' consent.
- visa and proof of the right to work in the UK documents, such as a copy of or details from your passport
- employment records (including job titles, work history, working hours, training records and professional memberships)
- salary, annual leave, pension and benefits information
- access to your DVLA portal and details you supply of your car insurance where relevant.

We may also collect, store and use "special categories" of more sensitive personal data which require a higher level of protection such as information about your race or ethnicity, religious beliefs, sexual orientation and political opinions, in addition to information about any criminal convictions and offences.

Purpose of data collection

The purpose of collecting this information is to find suitable candidates to fulfil a specific role within our Company, and to check that you are entitled to legally work in the UK. We collect personal information either directly from candidates or sometimes from an employment agency. We may sometimes collect additional information from selected background check agencies; for example, where appropriate to the role we may ask for DBS checks to be undertaken. Where appropriate, we will collect information about criminal convictions as part of the recruitment process. We are allowed to use your personal information in this way to carry out our obligations to ensure those recruited are suitable to deliver our work, for example compatible with our safeguarding procedures

How the information is held.

Most information is transmitted by email and is stored on our computers, and our paper based filing. We use a secured server which supports our email servers and any cloud-based file storage system. All this information can only be accessed by authorised staff within our Company. Our



staff are trained to understand the importance of keeping personal data secure. Our computers are safeguarded by anti-virus software and the regular changing of security passwords.

The information on unsuccessful candidates for specific roles will be held for 6 months in line with CIPD recommended best practice. After which paper files will be securely disposed of and computer records deleted. Only if we have asked, and you have given your consent, then we will continue to hold your data beyond six months for an agreed period.

The information on successful candidates will be held on your personnel file for a period of at least 6 years following the termination of your employment; some personal financial data will be destroyed after 2 years; Health and Safety information must be held for a minimum of 40 years.

Disclosure

We may disclose selected information for the purpose of obtaining references. Where additional information is required the information may be disclosed to the Disclosure and Barring Service, your G.P or an Occupational Health professional only after you have given your consent.

You have specific rights in connection with personal information: to request access to your personal information; **request correction** of the personal information that we hold about you; **request erasure** of your personal information; **object to processing** of your personal information where we are relying on a legitimate interest; **request the restriction of processing** of your personal information; **request the transfer** of your personal information to another party and the **right to withdraw consent**.

Complaints

Privacy complaints are taken very seriously and if you believe that we have breached your privacy you should in the first instance write to Brenda Seymour, General Manager, who has responsibility for Data Protection within our Company stating the details of your complaint. We would ask that you provide us with as much detail as possible to allow a thorough investigation. Your complaint will be acknowledged within 72 hours and we aim to resolve any complaint within 21 days. However, depending on the complexity of the complaint and availability of external agencies it may on occasions take longer.

Should your complaint show that we have breached our duty of care we will report the breach to the Information Commissioner's Office (ICO). If you are not satisfied by our response you may complain to the ICO.

Reviewed by Brenda Seymour and Gemma Layton, 17 December 2019