



**Help
Musicians**

**Music
Minds
Matter**

Appointment of Director of Fundraising

March 2024 | Reference: RBPMA

Saxton Bampfylde

Welcome from Sarah Woods (CEO)

Thank you so much for your interest in Help Musicians and this newly created role of Director of Fundraising.

Help Musicians is a charity which has supported musicians across the U.K. for 103 years. Sustaining a career in music can be hugely rewarding but it comes with its risks too. Financial uncertainty, risk of injury and the cost of training and developing a career are still key issues today. The ups and downs of a career can also take a toll on mental health and Music Minds Matter, our sister charity, offers a wide range of support to everyone working in the music industry. Together we ensure those who need it have a listening ear and a range of support to build better mental being to successfully navigate the unique pressures of a life in music.

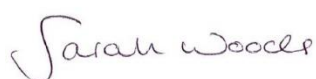
The first “Musicians Census” – carried out last year in partnership with the Musicians’ Union showed that many challenges of sustaining a career in music have not abated. Building on our outreach in the pandemic, we are redesigning our programmes so our resources are deployed to deliver the best possible impact. We are ambitious to do more. We want to grow our reach and nurture the talent of the future.

Last year we spent £7.1m on supporting the careers and wellbeing of people working in music and we are seeing continued growth in requests for support across all areas of our work. Raising more funds to deliver at scale is key to helping more musicians thrive and navigate the inevitable challenges that many will face. The Director of Fundraising will be pivotal in leading our income growth, the driver of opportunity and shaping our fundraising model to deliver at scale.

We are looking for a strategic leader who can inspire others through their love of music, using their exceptional leadership and expertise to galvanise thousands more people to support the charity. Working with the CEO and our Boards, the Director of Fundraising will be the strategic lead in developing a pipeline of supporters and growing new sources of income to broaden our financial portfolio. At the heart of music is creativity and diversity, and at Help Musicians we recognise that diversity of thought, team and experience makes our charities stronger.

Everyone at Help Musicians loves music, seeing the value it plays in our own lives and across the fabric of our society today. Can you imagine a world without music? Let’s stop and think about that for a moment. And if it’s unthinkable to you too, join us in ensuring that music continues to grow and evolve across all genres – celebrating the value of musicians, their creativity, resilience and doing everything we can to create a world where musicians thrive.

I hope this role is of interest to you; it is one where you can truly make an impact to the lives of so many people that work in music in the years to come.



Sarah Woods
Chief Executive





About Help Musicians & Music Minds Matter

In 1921 celebrated English tenor Gervase Elwes died in a railway accident while touring the USA at the height of his career. Gervase was widely known for his kindness and regularly looked after sick or distressed musicians at his home. It was this great respect for the gift musicians give us that encouraged his friends Sir Edward Elgar, Lady Maud Warrender and Victor Beigel to set up a fund to continue his compassionate work following his tragic death. And today, 103 years later, that founding sentiment of empathy and regard is still the driving force behind this charity. Though much has changed in that time, musicians still face a great many challenges in their lives and careers, so our work continues at scale, honoring the spirit in which it was founded. Help Musicians supports musicians across health and wellbeing, financial and career development needs.

In 2016 Help Musicians commissioned a study into the experiences of musicians in relation to mental health. The survey and subsequent qualitative interviews resulted in the landmark 'Can Music Make You Sick?' report which suggested higher rates of ill mental health and poor mental wellbeing amongst musicians than the general population (up to three times the frequency). Over the last few years Help Musicians has continued to develop a range of services to support the mental health of everyone working in music leading to the founding of a separate charity in 2022. This charity is Music Minds Matter and is managed by the parent charity, Help Musicians.

Today we support over 20,000 people who work in music each year, supported by our Board and in partnership with others across the music industry that share our aims. Our Ambassador voices, such as Dame Evelyn Glennie, Bryan Adams, Lesley Garret and Chris Difford help us raise awareness of our work through their profile and connections. Like us, they are committed to our mission to ensure a world where musicians, and those that support them, thrive.

Scale of need

The 2023 Musicians' Census made for difficult reading. Over 70% of the total population of musicians work as freelancers, demonstrating that financial precarity, health and mental wellbeing remain key issues. For example:

- A musician's average annual income from music in 2023 was £20,700. 23% of musicians told us that they cannot support themselves or their families from being a musician.
- There is also an ethnicity pay gap of almost £1,000 between white respondents and those who identify as being from the Global Majority.
- 80% of musicians reported at least one or more career-restricting barriers and 46% of musicians reported cost-related barriers including: cost of equipment (30%), cost of transport (27%), and the cost of training (18%) limiting their careers.
- Almost a third (30%) of all musicians reported experiencing negative mental wellbeing. This group were twice as likely to say it was unlikely that they would be working in music in one to five years.
- Under half (40%) of musicians earn all their income from music. Of those making 100% of their income from music, the average annual income is around 30,000. Therefore, over half (53%) of musicians need to sustain their career by sourcing other forms of income outside of music and have diverse, portfolio careers.



Our Values

At Help Musicians, we...

Embrace change; recognising that change leads to opportunity and the potential to explore enhanced solutions for those we're here to support

Are curious; appreciating that insight, understanding and empathy enables us to deliver our best work

Value difference; knowing that diversity of thought, team and experience makes our charities stronger

Come together; united through our appetite for music we're committed to working collectively, doing the very best to support those who create the music we love

Our Impact in 2023

In 2023, we supported over 20,000 musicians with career development, health and wellbeing and financial support.



633

musicians supported to receive counselling



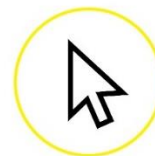
£1.7m

in grants to support creative and career development



1,543

musicians provided with dedicated health and welfare support



2,190

music workers accessing online mental health guidance



2,583

musicians accessing hearing protection



1,635

support calls made to sister charity Music Minds Matter



1,601

health assessments facilitated



125

musicians paired with professional music industry mentors



Our Ambassador, Nicky Spence, performing at a fundraising event for our charity

Jessie's Story

After discovering a passion for music at an early age, Jessie's* (name protected) talent and determination came to fruition as he signed to a well-known label, gathering fans through prime radio plays and a booked-out tour with his band. However, when Covid hit, his career halted almost overnight. Jessie did what he could to survive and began labouring on construction sites to make ends meet for his family, but he was in a dark place. This was when he reached out to Help Musicians.

"The support just completely opened me up emotionally and psychologically. Knowing that people were out there wanting me to make music and get my act together was a huge boost."

The charity was able to support Jessie in numerous ways, from help with his physical health, creative direction and mental health support during an unsteady period through our sister charity, Music Minds Matter, which gradually got his career back on track.

Help Musicians supported Jessie to access a career coach, encouraging him to begin writing music again and gradually he restarted a creative idea composing music for computer games that he'd previously been building a portfolio for. However, an unfortunate consequence of the construction work was damage to both of his elbows which persisted while he created music. Help Musicians was once again able to support Jessie to access a specialist physiotherapist to resolve the issue and get his career back on track.

Thanks to his perseverance and with the support of the charity, Jessie is thankfully now in a much better place mentally and with his career. He has big plans for 2024 and is ready to start sharing his music once again.

"I feel really positive and Help Musicians has been instrumental in helping me with that."





The Role

Why do we need this role?

Help Musicians and Music Minds Matter rely on the financial support of donors and partners to fulfil its work. At the heart of the charity's three-year business plan, is an ambition to increase the scale of the charity's reach, making a significant difference to more musicians' lives and careers. Increasing income is vital to enabling this growth, building sustainable income streams from music lovers, corporate partners and exploring the potential for income through initiatives such as events and merchandise. This role will lead in the development and delivery of a bold and effective fundraising strategy to support the organisational ambitions.

Reports to: Chief Executive

Responsible for: Head of Corporate Partnerships, Trusts & Events, Head of Individual Giving

What does success look like?

The development of an income portfolio which enables the charity to significantly grow its reach and engagement with both charities financial models reaching a position of equilibrium (at the moment, the charity is meeting the annual funding gap through its reserves, and this is not sustainable). The development of new partnerships, corporate funding and commercial revenue streams which offer significant, and more diverse streams of income to enable the charity to move to a sustainable financial model within three years is the key aim.

Key Role Objectives

1. Lead in the development of an income strategy to support the aims of the charity's three-year business plan, enabling the charity to continue to grow its reach and engagement with more musicians across the U.K.
2. Develop plans to drive innovation, diversification and sustainability of the charity's income portfolio.
3. Prioritise the exploration of income opportunities which will enable Help Musicians and Music Minds Matter to reach a position of financial equilibrium within a three-year period.
4. Work collaboratively with the wider leadership team, gaining an understanding of their business plan objectives and how the work of the Fundraising team can support collective organisational goals.
5. Provide effective leadership to all those reporting to you, ensuring staff are motivated to deliver to their personal potential and add maximum value to the charity.
6. Promote a high-performance culture, ensuring talent is identified and developed to ensure that the charity continues to build the best possible team.



Main Responsibilities

Lead in the development of revenue for both charities through:

1. Developing new and advancing existing ways of fundraising to bring benefit to the charities.
2. Attending meetings with potential funders and prospects, and scope wider networking opportunities to uncover new ways in which support can be increased across all income streams.
3. Developing recommendations on a Help Musicians and Music Minds Matter supporter “market”, using insights to target resources so we increase income.
4. Working with the Director of Finance on the evaluation of the fundraising strategy, to assess ROI and potential for improved acquisition moving ahead.
5. Ensure risk versus opportunity is appropriately considered in the development of new partnerships or income initiatives, working collaboratively with the Director of Finance on proposals and whether they require consideration by the Board Finance & Audit Committee.
6. Provide support to the Board Development & Communications Committee, ensuring Trustees are appropriately engaged and informed to deliver their governance responsibilities.

Provide great leadership to those reporting to you by:

1. Driving excellent performance and ensuring staff members feel positively supported to deliver their best work.
2. Implementing great stewardship practices so existing friends and donors are successfully managed to drive retention and growth.
3. Lead by example so, your team work collaboratively with relevant colleagues to design events to deliver acquisition and stewardship goals, ensuring those events are effective and provide positive engagement of Help Musicians work.
4. Ensuring all fundraising materials developed to support acquisition are professional, engaging and deliver agreed brand messages of both charities.

Increase income for both charities in a way that is:

1. Compliant with relevant legal requirements and internal policies (i.e. Major Gift Policy), with lead responsibility for remaining informed on changes to fundraising regulation.
2. Align to the Help Musicians and Music Minds Matter operational plans to ensure there is visibility across the charity on progress and interdependencies of work in the department.
3. Delivered in line with the annual budget, which meets the needs of the business plan in the most cost-efficient way.

Person Specification

Experience

Essential:

- A minimum of two years' experience at senior level in a similar role, preferably in the third sector or music industry with a track record of developing significant income growth.
- Experience of developing fundraising strategy, including writing and delivering fully integrated fundraising plans to grow income.
- Experience of leading and managing teams, motivating, supporting, developing and inspiring the team to meet objectives set, providing regular feedback and reviewing performance.
- The development of operational plans and articulation of clear outcomes to ensure clarity on success.
- Demonstrable experience of managing budgets.
- Experience of influencing and networking at a senior level.

Skills and knowledge

- Expert knowledge and practical experience of fundraising, with good commercial acumen
- An experienced leader who can also provide effective people management and is able to demonstrate excellence in building, leading, managing and motivating large teams.
- Ability to ensure delivery of outcomes and be an agent of change; innovative, imaginative, creative and future facing.
- Excellent interpersonal and communication skills.
- An ability to horizon-scan across the charity sector and music industry to identify opportunities for income growth.
- Personal attributes
- A strategic thinker with the ability to promote a clear vision for fundraising.
- The ability to work collaboratively and influence effectively across teams and externally to achieve organisational goals.
- Dynamic, ambitious, supportive and empowering leadership skills
- Personal gravitas and the ability to work with trustees, donors, and ambassadors /advocates of the charity.
- A creative thinker with the ability to scope out opportunities for growth/improvement.
- A passion for music and the value it brings to the world.

Terms of Appointment

The salary for the role is circa £90,000.

Hours are 35 per week (full-time)

The post will be based at our offices in Kings Cross, Britannia Street, London WC1X 9JS. Hybrid-working offered with a minimum requirement of 2 days in the London office with flexibility to attend the office more regularly as the needs of the role dictate.

Pension: enrolment into our Aviva pension scheme where Help Musicians contribute 10% of your salary. You can choose to make additional contributions should you wish to.

25 days of holiday entitlement plus public holidays, and 3 additional days leave at Christmas when the office is closed.

1 day extra holiday per year up to a maximum of 30 days (after 5 years service).

Healthshield Cash Plan: Our Health Shield Cash Plan covers your everyday health needs by providing cashback for dental, optical and physiotherapy costs, alongside offering wellness services such as a Virtual GP Surgery and Employee Assistance Programme (EAP).

Family friendly: Flexible working, Enhanced maternity, paternity and shared parental leave pay (after 12 months service).

Additional benefits

Cycle to work scheme

Season ticket loan

Perks including gym discounts, restaurant and dining discounts, and online/in-store voucher codes

Royal Albert Hall tickets

Income Protection and Death in Service benefit

Please note the Director of Fundraising will be expected to work at such locations as may reasonably be required in the discharge of his/her responsibilities and may be required to travel anywhere in the UK or abroad.

As a member of the Executive Team, the CEO may from time to time require you to take on additional responsibility for the effective running of the charity as needed.

A basic DBS check is required for this post.

Equal Opportunities

We want to represent the breadth and diversity of musicians across the UK and therefore very much welcome expressions of interest from a diverse range of professional and personal backgrounds.

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Help Musicians on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **RBPMA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Thursday 11th April 2024**

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Saxton Bampfylde

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