



The Royal Photographic Society

DEVELOPMENT DIRECTOR

Application Pack – July 2021



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Thank you for your interest in this important new role at the Royal Photographic Society.

The RPS is a really exciting and uplifting place to work, based at our beautiful building in Bristol. You will join a friendly staff team, working with thousands of members, volunteers, photographers and partner organisations throughout the world.

We have just launched an ambitious new strategy for the organisation, and are putting it into action now. This role will be pivotal to realising the worldwide vision and promise of *Photography for Everyone*.

Over the coming years, we will continue our much-loved exhibitions, journal, awards and education programmes, ensuring everyone feels welcome to join in. But we also want to go much further, to deliver a range of ambitious new projects, such as a community for young photographers, and the creation of the UK's first *Photographer Laureate*. We will explore how the practice of photography impacts on mental health and develop new areas of photographic practice in this area; provide practical support for professional photographers; take a lead on issues such as environmental responsibility; and explain the fascinating science behind new imaging technologies.

This is a challenging role, that will draw on your experience of strategic communication, fundraising and partnership building. More importantly, it's an opportunity to flex your sense of creative enterprise and make your mark internationally. The RPS is already a leading arts organisation, but it has the potential to reach so many more people. We are looking for someone with the energy and insight to help bring *Photography for Everyone* to life.

If this sounds like you, then please do get in touch. I look forward to meeting you very much!

Evan Dawson, CEO

The Royal Photographic Society is committed to bringing photography to everyone. Founded when photography was in its infancy, today we are a world leading photographic community.

Our Vision

A world where everyone is inspired, empowered and educated in the art and science of photography.

Our Mission

To bring **inspiration**, **creativity** and **connection** through photography to people of all ages and backgrounds.

Our Aims

Each of the following five Aims underpin our programmes:

Inclusion

At the RPS, we ensure that everyone can take part in photography, regardless of their ethnicity, their sexual and gender identity, age or any other aspect of their identity, background or circumstance. We have created an independent group of Critical Friends to help us track our progress.

Environmental responsibility

The RPS recognises that our planet is experiencing a Climate Emergency. We will make every effort to reduce our own carbon footprint, whilst using the power of photography to influence the changes in society that urgently need to take place. Our Climate Change Working Group is overseeing our work in this area.

Member involvement

As a membership organisation, our greatest strength is the thousands of photographers who embody the RPS community throughout the world. We involve them in all our work as active participants, consultants and collaborators.

Financial sustainability

In recent years, the RPS has run an annual deficit, which cannot be sustained any longer. We must now ensure all our operations and initiatives are properly resourced. In time, a wider funding base will provide new opportunities to expand our activities.

Profile raising

We want to support everyone who loves photography, regardless of whether they label themselves a "photographer". To achieve this, we will form new partnerships, make many opportunities open to non-members, and reach out more regularly to the general public.



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About the role

Senior Leadership

As a member of the Senior Leadership Team, you will work closely with the CEO and others in developing and delivering the RPS's strategy and business plan.

You will help provide leadership for the organisation that is collaborative, inspiring and purpose driven.

This post will act as line-manager to our Membership Manager and the Marketing & Comms Manager, ensuring a coherent strategy is shared between them and the wider organisation.

You will also be line-manager for our Data Manager, ensuring our CRM system underpins all our work.

Fundraising

You will develop a multi-channel fundraising strategy, aligned with our wider strategy and business plan. This may include approaches to corporate sponsors, major donors, individual giving, trusts and foundations, legacies and new membership options. You will need to raise some core funds - but your focus will be breathing life into new projects, rather than simply plugging an annual "gap".

You will work with the staff, trustees and volunteers to build a compelling case for support, and to maximise their own support and networks.

You will ensure robust systems are in place to manage our relationships and meet funding deadlines.

Marketing and Comms

You will work closely with our Marketing and Comms Manager to lead a creative and integrated marketing and communications strategy, aligned with our strategy and business plan.

You will develop and protect the RPS brand, ensuring consistency amongst all our stakeholders, including volunteers based throughout the world.

You will grow our relationship with the media, and help us engage with new audiences throughout the UK and beyond.

Membership

You will work closely with our Membership Manager, who is responsible for development and delivery of our membership strategy, ensuring our membership benefits are both valuable and valued.

Together with the Membership Manager and the wider team, you will support development of a new approach to our membership model. This includes developing segments, carrying out audience research, and considering new products and price-points, to help open up our membership to a wider and more inclusive market.



About You

Experience

- You will have experience of working at a senior level, providing successful strategic leadership and management in a charitable organisation of similar scale and complexity.
- You will have a track record of leading successful fundraising, marketing and communications strategies, including the use of data analytics and multi-channel.
- You will be comfortable working with people at different levels of organisations, including major donors and volunteers.
- We want to see evidence that you can bring entrepreneurial ideas into action, raising income.
- Desirable would be knowledge of developing social impact measurement, membership organisations and/or the photography sector.

Abilities and Qualities

- You will exude the ability to work creatively and collaboratively - nurturing a culture of generosity and cooperation with staff, volunteers and externally.
- You will demonstrate compelling interpersonal and communication skills (written and oral), with the composure to handle occasional conflict or competing interests.
- You don't need to be a technical expert, but you will understand the issues involved in managing CRM and website systems, supporting our Data Manager.
- You will have a passion for arts engagement for people of all ages and backgrounds, and willing to share our commitment to the vision, mission and values of the RPS.
- You will be used to balancing priorities, working independently, occasionally outside of normal working hours.



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Terms and Conditions

This post will report directly to the CEO (see organogram on the following page).

The role will be based at RPS House, at Paintworks in Bristol – but we are open to the role being undertaken partly on a remote-working basis.

The successful candidate will be paid a starting salary of **£50,000** per annum with pension contribution.

Full contractual terms and conditions will be provided, to include a holiday entitlement of **28** days per year (including public holidays). There is also a discretionary closure period during Christmas.

Performance targets will be agreed with the CEO at the start of employment, and reviewed regularly.

How to apply

Please send a CV and cover letter (letter of no more than 2 pages) setting out how your skills and experiences are relevant to the role by **midday on 11 August 2021** to nikki@rps.org.

You can download our strategy “Photography for Everyone” from www.rps.org/strategy.

If you have any questions, or wish to informally discuss the role, please email Nikki McCoy at nikki@rps.org to arrange this. No agency enquiries, thank you.

We are aiming to confirm the shortlist on **13 August 2021**, with interviews taking place at RPS House on **20 August**. However, we recognise that you may have holiday time booked at this time, and will try to be flexible. Please indicate your availability in your application letter.

As referenced in our Vision and Mission statements, and our first strategic Aim, the RPS is committed to being an inclusive employer. We welcome applications from people of all backgrounds, circumstances and identities and will make our selection based only on how you demonstrate the skills and experiences that are required for this role, outlined above.



