

FINDHORN BAY ARTS



Business Development Director

Job Description

Findhorn Bay Arts (FBA) is delighted to invite applications for the new role of Business Development Director.

Purpose

We are looking for a proactive, imaginative and experienced Business Development Director to join us in the next phase of our business plan and support the organisation in realising our goals.

We aim to strengthen our core operational management with a new Business Development Director role, which will provide greater internal resources and capacity for our fundraising and development.

We have ambitious plans to widen our programme delivery further through building strategic partnerships, targets for fundraising and earned income, and expanding the organisation's reach and impact, ultimately contributing to its long-term sustainability.

This is a great role for a highly organised, ambitious, innovative, and motivated person to contribute to the continuing success and development of FBA as we embark on a new 3-year strategic business plan, having secured Creative Scotland Multi-Year funding for 2025-2028.

The Business Development Director will lead on fundraising and unrestricted income generation, establishing and nurturing new partnerships locally, nationally and internationally, and evaluating and reporting impacts and outcomes across our projects to inform strategic development and organisational sustainability. You will be working in a collaborative and supportive environment with a team that is passionate about making creative things happen!

This role has the opportunity for progression in terms of hours, responsibilities and salary.

Terms & Conditions

Job title:	Business Development Director
Salary:	36k per annum (Pro-rata to 4 days equivalent £28,800)
Hours:	30 hours p/w (4 days equivalent), flexible working is necessary
Contract:	Permanent. Starting August 2025.
Flexibility:	Subject to ensuring that the needs of the charity and the role are met, FBA endeavours to meet the flexible working needs of its staff.
Probation Period:	3-months
Notice Period:	4 weeks during probation, 3 months after the probation period
Responsible to:	CEO / Creative Director
Responsible for:	Marketing and Communications Lead
Place of work:	Forres, Moray

This role is required to be based at our offices in Forres. Attendance at meetings and events held across the region and other parts of Scotland will also be required periodically. We are open to considering remote/hybrid working for the right candidate and by negotiation.

About Us

Findhorn Bay Arts (FBA) is an award-winning creative producer of cultural events and activities rooted in the communities of Moray. We have grown from our first Culture Day celebration, held in 2013, to establish a year-round programme of high-quality arts and cultural activities across the region, including the flagship biennial Findhorn Bay Festival.

We enable creative experiences across a wide range of artforms and genres, encouraging artists and communities to take expression in whatever form is most appropriate to them. We are also committed to presenting work in site-specific, outdoor and unusual locations that explore and celebrate the possibility of cultural activities to surprise and delight audiences.

Our programme has always had community participation, environment and regeneration at its heart, leading to an increasing focus on engaged practice and co-production. We develop projects that place local communities and people at the heart of the creative process through participant-led activities and projects that amplify the voices and respond to the needs of those who are frequently unheard, isolated or marginalised.

Our activities are accessible and diverse to meet the needs of different audiences and participants. This is reflected in both our programming and communications, which target the most marginalised of Moray residents and support them to explore their creativity, improve their confidence, health and wellbeing and become more socially connected.

Across our programme, we seek to harness and enhance the skills of the current and ever-growing, creative sector in Moray as well as provide key development and employment opportunities that help to attract, maintain and develop the people who help to make this part of Scotland, a creative place to live, work and visit.

As our work has grown, we understand that our activities bring proven cultural, economic, and social benefits to individuals and communities through transformative creative regeneration projects that resonate locally and inspire nationally.

Our Values

As an organisation, we are guided by a set of values and priorities across all we do. These values provide a framework that underpins all areas of our programme and operations. They guide and demonstrate what we care about, how we work with others, make decisions, and what principles we operate by. Each value should not be seen in isolation from another; each informs the other. All are integral and core to us.

Our values are:

- openness and exploration
- partnership and collaboration
- connection and hope
- conserve and foster
- equity and respect

We strive to be an Inclusive organisation that supports employees, regardless of their background or circumstance, to thrive at work, and we are committed to equality and fairness for all. People will be engaged based on their ability and the merits of their suitability for the job. FBA will not discriminate on grounds of age, disability, gender, gender reassignment, race, religion or belief, or sexual orientation.

Business Development Director Responsibilities

Strategy & Leadership

- Play a key role in promoting and maintaining the strategic interests of the company in its relationships with statutory funders and bodies, including Creative Scotland, Event Scotland, Moray Council and other public bodies, including the Scottish Government.
- Play a key role in establishing and nurturing relationships with new and existing stakeholders at local, regional and national levels, creating appropriate external partnerships to support programmes of activity and new initiatives.
- Play a key role in the delivery of our 2025 -2028 business plan and the development of the business plan for 2028-2031.
- Play a key role in market research, evaluation and analysis to inform strategic development and audience development.

Fundraising and Business Development

Responsible for:

- The development, implementation, and review of fundraising strategies in line with the business plan and the objectives of the organisation, generating ongoing sustainable income to support all aspects of the organisation's work.
- The development of revenue applications to Creative Scotland and other core/multi-year funding bodies.
- Researching appropriate Trusts and Foundations that can support our activities and lead on applications.
- Overseeing and maximising the commercial income opportunities in relation to festivals and events.
- Developing our portfolio of clients for our Creative Production Services, including leading the preparation of bids and tenders.

- Researching, development and implementation of other income generation schemes such as Festival Friends, individual giving and associated gift aid.
- Develop, build and maintain relationships with potential partners, sponsors and donors.
- The preparation of high-quality, targeted and compelling fundraising materials, including letters, proposals, and presentations to attract sponsorship and in-kind support.
- Implementation and development of the potential for donations through legacies.
- Putting in place partnership contracts with all sponsors, donors and partners and ensuring our contractual obligations are met.

Evaluation & Reporting

Responsible for:

- Design and implementation of evaluation tools, metrics and methodology for all activities
- Monitoring and evaluation of the organisation's KPIs as set out in the business plan.
- All statutory reporting to Creative Scotland.
- All post-project reports to funders, sponsors, partners and stakeholders.
- The production of annual reports.

Other Responsibilities

- Attending and representing FBA at relevant events, conferences, and performances.
- Using the company's CRM and digital systems for effective management of all activities and contacts, and keeping up-to-date records.
- Giving effective and professional presentations and communicating positively and effectively with stakeholders, local groups and networks.
- Maintain an up-to-date overview of the political, economic, social and technological factors facing FBA.
- Contribute to the review and update of organisational policies and be responsible for policies specific to this role.

This job description should not be considered an exhaustive list of duties, and other tasks not included in the above may arise that the postholder will be expected to fulfil.

These additional duties will be considered by circumstances and be as and when required.

Person Specification

Essential Skills, Experience & Knowledge

- Have a minimum of a higher-level qualification in business development, arts management, marketing or equivalent qualification or experience.
- Significant and proven track record of successful fundraising within the arts, education or charity sector.
- Understanding of the priorities of Creative Scotland and the Scottish Government's Cultural Strategy.

- A successful track record of working positively and collaboratively with a range of stakeholders and partners and the ability to broker new relationships.
- Responsibility for working with significant budgets in the cultural or creative industries, and or charity / third sector.
- Highly developed interpersonal skills including communication, influencing, negotiation and advocacy.
- Strategic planning, policy development and implementing business plans.
- Establishing KPIs and evaluating programmes of work set against SMART objectives.
- Design of evaluation tools and preparing reports for a range of stakeholders and funders
- Line management experience and a solid understanding of HR practices.
- Excellent written and verbal communication skills, with the ability to craft engaging copy and content and write reports.
- Strong analytical skills, with the ability to interpret complex data, identify trends, and make data-driven decisions on a strategic and practical level.
- Excellent computer literacy with experience and enthusiasm in managing CRMs, cloud-based software and IT systems, including G-Suite, and all Microsoft applications (Word, Excel, PowerPoint, Publisher) and Adobe PDF.

Desirable Skills, Experience and knowledge

- Leadership role within a cultural organisation.
- An understanding of the role of culture and creativity in relation to regeneration, community well-being and community wealth building.
- A good understanding of local priorities, including tourism and economic strategies, and community wealth building.
- Marketing and audience development, in relation to campaigns, branding, partnerships/ sponsorship.
- A wide range of contacts and networks within the cultural, business and third sector.

Personal attributes

- A passion for the arts and culture
- Personal Alignment to our Values
- Commitment to Equality, Diversity and Inclusion
- Commitment to Environmental Sustainability and Climate Emergency Action
- Resilience with the ability to cope under pressure and high expectations
- Ambition, enthusiasm, and commitment
- Innovation and strong leadership skills
- Ability to collaborate and bring out the best in people
- Takes responsibility for delivering tasks, achieving high standards and learning from mistakes

What We Will Provide

FBA is committed to creating a positive and inclusive environment where everyone feels respected and valued. We welcome the whole person to work and understand that each of us brings our experiences, our backgrounds, and our own unique lens to what we do.

We recognise that each employee/freelancer will have different needs and responsibilities, and we will accommodate these as best we can.

You will be supported by FBA in the following ways:

Equipment:	Equipment required to fulfil your role will be provided
Holidays:	30 working days per annum, including public holidays per year pro rata to 4-days per week.
Pension:	Workplace pension of 3%
Accommodation/	Travel to our workplace in Forres and accommodation is not covered.
Mileage:	Travel and accommodation to other locations as part of your duties as required.

Fulfillment:

- FBA actively supports and encourages training and development:
 - We approach this in a variety of ways; on joining the organisation, we undertake a training needs review and offer training immediately, and encourage staff to research training, which is relevant to their position, but also what interests them on a personal level.
 - We offer peer-to-peer training, in-house and using external organisations. Each person in our organisation is encouraged to share training outcomes with the team.

How to Apply

Please send us

- An up-to-date CV
- A cover letter (no more than 2 pages) or 3-minute film stating how you meet the knowledge, skills, and experience criteria and why you are interested in the post.
- Contact details of two referees. We will not make direct contact with them without first seeking your permission.

Please submit your applications via the link below:

<https://podio.com/webforms/30261966/2541484>

Selection Process and Timeline

Application deadline: 5pm, Wednesday, 21May

Interviews: Interviews will take place on Friday, 30 May

If selected to come to the interview, we will contact you to arrange a time and discuss whether this will be in person or via a video conference platform. We will set a task, which will form part of the interview process, and this will be sent to you in advance.

If you would like an informal conversation about the role, please email CEO/Creative Director, Kresanna Aigner, at director@findhornbayarts.com.

To find out more about the work of Findhorn Bay Arts and download our Festival and project reports, please visit: www.findhornbayarts.com

To request our 2025-2028 Business Plan, please email office@findhornbayarts.com