

**ROYAL WELSH COLLEGE  
OF MUSIC & DRAMA  
COLEG BRENHINOL  
CERDD A DRAMA CYMRU**

**Appointment of**

**Director of Advancement**

**December 2024 | EBRQA**

**Saxton Bampfylde**

# Contents

Pg 3	Letter from the Principal
Pg 4	About Us
Pg 5	Our Vision
Pg 7	Our Values
Pg 9	The Role
Pg 11	Person Specification
Pg 13	Terms of Appointment
Pg 14	How to Apply

# A message from the Principal

Following exceptional achievements in recent years where RWCMD's profile has grown significantly, fundraising targets have been exceeded, and the largest ever philanthropic gifts for the College have been attracted, the postholder will lead a new phase of development of the College's income generation from philanthropic, corporate and public sources and from ticket sales.

This will be underpinned by leading a fresh approach to creating and communicating the narrative and positioning of the College as the Conservatoire of Wales, an outstanding arts centre and hub of creative innovation and excellence. The postholder will enable further step change in the College's stakeholder engagement, public profile and brand position, thereby also impacting positively on student recruitment.

We are looking for someone who is a great leader, an experienced and effective communicator with a real appetite for fundraising, has a successful track record of networking and building relationships and is adept at motivating, line managing and developing diverse high performing teams. They will have direct responsibility for fundraising, stakeholder engagement and alumni relations, and brand and communications, and will line manage the teams in these areas. This will be in the context of the College's vision and purpose as a world-leading and ground-breaking conservatoire, representing Wales as a distinctive cultural and creative force across the globe.

The Director of Advancement will lead this development through a critical period of transformation to support the College's evolving course portfolio and continued growth of our student numbers as we respond to current sector opportunities to demonstrate distinctive excellence and innovative leadership in re-imagining a contemporary conservatoire and its contribution to the cultural life of Wales and beyond. They will be particularly skilled at focusing a compelling narrative for the College, shaping and implementing the next iteration of our fundraising strategy, nurturing existing networks and building relationships with new high profile stakeholders, and delivering on ambitious financial targets.

They will report to the Principal and be a core member of the Senior Leadership Team, collaborating proactively across academic and professional services departments. They will be a member of the College's new Advancement Board, which has been set up to support stakeholder engagement and events, and present regularly to the College Board of Directors. They will collaborate across all departments on College shared priorities, in particular demonstrating support for delivering the College's Student Recruitment Plan.

The Director of Advancement will be a key ambassador for the College and be expected to be able to deputise for the Principal, attend performances, events and other corporate functions on the College's behalf.



**Helena Gaunt**  
Principal, Royal  
Welsh College of  
Music & Drama



## About Us

The Royal Welsh College of Music & Drama (RWCMD) provides pioneering performance-based training to over 800 of the most talented actors, musicians, stage technicians, scenic designers and arts managers from more than 40 countries. It is also one of Cardiff's most prolific and popular arts venues attracting audiences of over 60,000 each year.

We are a distinctive and world leading facility based at the stunning landmark building in the heart of Cardiff, overlooking beautiful, urban parkland and just a 5-minute walk to the city centre, the College has in the last decade established itself as a major cultural institution in Wales, with outstanding premises, pioneering industry partnerships, and a vibrant events programme. We also have a campus dedicated to scenic building in Llanishen.

We're currently transforming Cardiff's much-loved Old Library building, a Grade II listed building at the heart of Wales' capital city. The ambitious plans promise to nurture the most diverse range of talents and combine innovation with Wales' cultural heritage. Future plans include creating music and performance spaces, promoting and protecting the Welsh language and providing a 'city living room' for public access.

With a distinctive and distinguished track record of 75 years in professional training in Music and Drama, including being rated top UK drama school in the Guardian League tables on several occasions, the College nurtures the next generations of contemporary professionals, who are industry-ready for international careers. Our reputation is built on excellence by supporting our employees to develop the highest level of talents and skills. We are an inclusive space for everyone and a community thriving on respect and celebrating difference.

Vision and strategy info here: <https://www.rwcmd.ac.uk/who-we-are>

# Our Vision

Our vision is to inspire and change lives, connect and transform communities through the arts.

We offer pioneering, immersive professional education in music and drama, which empowers the next generations of outstanding creative practitioners, and nurtures an inclusive and international artistic community.

Alongside and entwined with this, we enrich cultural life in Wales and beyond, through our extensive public programme of performances, exhibitions and events at our venues in Cardiff, and through our network of residencies, community engagement and partnerships across Wales.

Our work stimulates and champions the powerful flow between:

- exceptional performance & opportunities for all to participate in the arts
- the deep craft and heritage of artistic traditions & making new work
- the cultural specificity of our nation & a global stage

...through all we do, and through the impact of our highly skilled graduates on the creative industries, we represent Wales as a distinctive cultural and creative force across the globe.

To deliver on our purpose and lay the foundations to thrive in a challenging environment, we are currently focused on achieving three areas of development:

**1. Being deeply connected to industry and immersed in society**

**2. Enabling transformative study in a supportive, creative, collaborative, inclusive and interdisciplinary community, where individual pathways and collective excellence thrive**

**3. Championing diverse and sustainable careers (both established and new/portfolio pathways), underpinned by craft excellence, professionalism, research and innovation, and contributing to a renewed ecosystem for the arts and creative industries in Wales**





# Our Values

## ***Expert***

Deep craft specialism  
Industry focused, working in partnership,  
learning on the job with industry expectations  
Prepared for lifelong employment

***...AND***

## ***Inclusive***

Local and global: Wales in dialogue with nations  
across the world  
Championing diverse individual pathways  
within the RWCMD community  
A culture of mutual respect

## ***Contemporary***

Traditions and existing repertoire serving new  
work: staying relevant  
Now and next: always looking to the future  
Curious, inquiring, embracing the unknown;  
risk-taking and space to fail being integral to  
artistry

***...AND***

## ***Collaborative***

Mining the creative potential of ensemble  
Bringing a rich range of disciplines into dialogue  
and exchange  
A community of professionals (students as  
young professionals; teachers who learn,  
learners who teach)

## ***Resourceful***

Creative problem-solvers; individually and  
collectively looking for results greater than  
the sum of the parts  
Practical, rooted, determined and gritty: ready  
to put in the hard graft  
A culture of high support, high challenge

***...AND***

## ***Responsible***

Engaged in the bigger picture; outward looking;  
globally connected; aware  
Broadening horizons and possibilities  
Open to the big challenges, and critically self-  
aware



# The Role

The Director of Advancement works as a member of the Senior Leadership team, contributing to the creation and delivery of effective strategies across all College activities. They lead a team of more than 10, led by specialist heads of department in fundraising, brand and communications (across digital and print platforms), and operations and stakeholder engagement. They will work closely with all the other Directors, including the Director of Academic Administration and Student Experience to underpin/support the work of the Student Recruitment team, and the Chief Operating Officer.

## **Line management:**

- Development and fundraising and key stakeholder engagement
- Brand and communications (external and internal)

## **Fundraising and Stakeholder Engagement**

- Lead College-wide fundraising efforts across core revenue, bursaries, scholarships (raising up to £1.7m annually), and capital campaigns, including completing Phase 2 (£8m) of the Old Library renovation and planning future capital development of the North Road site;
- Build and sustain relationships with donors, funders, and stakeholders aligned with the College's values;
- Develop a multi-year fundraising strategy to grow income from individual donors, trusts, and foundations;
- Cultivate connections with key stakeholders (e.g., College Royal Patron, alumni, Welsh diaspora) through strategic engagement plans and events;
- Oversee an alumni strategy, with a focus on leveraging alumni as ambassadors to support student recruitment; and
- Drive digital transformation in stakeholder management, optimising communications and efficiency through CRM systems.

## **Brand and Communications**

- Elevate the College's brand and profile, emphasizing its creative output, graduate success, dual role as a training institution and arts centre, and its position as the National Conservatoire of Wales;
- Create compelling narratives and media campaigns to boost UK and international awareness and deepen stakeholder support;
- Oversee digital communications, including the website, social media, and audience development strategies tied to student recruitment, equality, diversity, and public engagement; and
- Ensure coherence between creative program marketing and broader College messaging, supporting Wales' cultural ecosystem.

## **Internal communications and culture**

- Shape internal communications to align with external messaging, fostering a values-driven institutional culture; and
- Oversee redevelopment of the College intranet as a dynamic platform for staff and students.



# The Role cont'd

## **Leadership and management**

- Strategically lead and develop the Advancement teams, fostering collaboration across academic and professional services;
- Oversee budgets, ensuring alignment with College objectives;
- Represent the College at high-level forums, including public speaking and writing; and
- Manage multiple projects effectively, balancing priorities across fundraising, branding, and stakeholder engagement.

## **Senior Management and wider professional responsibilities**

- Make a substantial contribution to the College's strategic planning, make presentations to the College Board and engage with its members, and serve as a member of committees and working groups as appropriate;
- Demonstrate strong commitment to embodying the College values, including maintaining professionalism and confidentiality as required in the role
- Represent the College in relevant national and international fora;
- Demonstrate proactive commitment to RWCMD's strategic equality plan and to its environmental sustainability work; and
- Undertake such additional duties as may reasonably be required by the Principal.





# Person Specification

## Essential

- Excellent strategic thinking and exceptional writing skills;
- Proven track record in fundraising, in terms of effective strategies, managing revenue teams, relationship building and funds achieved;
- Understanding of the arts and/or higher education fields;
- Evidence of having built strong networks to support fundraising and stakeholder engagement;
- Exceptional communication skills, both in person and in writing, including proven track record in successful funding bid writing;
- Ability to distil complex and innovative ideas into simple, compelling communication for diverse stakeholder groups;
- Strong line management skills and proven track record of empowering staff to develop and to deliver to high standards; and
- Strong analytical, problem-solving and time-management skills, and IT skills including familiarity with Spektrix or equivalent CRM database management software.

## Desirable

- Understanding the political and funding contexts in Wales;
- Ability and willingness to travel within the UK and internationally for the College; and
- Welsh speaker or a willingness to learn if necessary

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# Terms of Appointment

**Location:** Cardiff

**Salary:** circa £85,000

## **Process**

Interviews will take place in Cardiff

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



## How to apply

**Saxton Bampfylde Ltd is acting as an employment agency advisor to Royal Welsh College of Music and Drama on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **EBRQA**

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 **Monday 13<sup>th</sup> January 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.

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