



A Festival of Music & Merriment
at Mugdock Country Park

Role Description: Development Jedi

Flexible freelance consultant(s) required

Circa £20,000 of work available over next 6-9 months

About MugStock

MugStock is a Festival of Music & Merriment. We aim to put on an event which everyone can enjoy. Our 5th event takes place at new site Strathallan Castle, near Auchterarder in Perthshire from Friday 5th - Monday 8th August 2022, with music, merriment and extraordinary occurrences across 4 days.

Profiling the best emerging talent from Scotland and beyond, MugStock has earned a reputation for its diverse musical programme. Workshops, films, walkabout performers, site decor and camping help add a bit more magic. A festival for all ages, MugStock has been highly praised for attracting a friendly and diverse audience who help create our much remarked upon safe and relaxed atmosphere.

As a Not For Profit Festival, MugStock's mission is to make people happy by creating a safe, authentic, and uplifting environment to be enjoyed by and inspire a diverse audience. Whilst hundreds of contributors collaborate to create an unforgettable weekend, their year-round efforts also build a community which is every bit as important as the event itself. By working together to create something bigger than ourselves with positive intentions, we grow personally, and we develop wider and stronger support networks. We collaborate to create an environment which promotes diversity, respect, physical and mental health, skills development, and participation in and appreciation of the arts. As an organisation with a strong conscience, we aim to make MugStock as accessible as possible: socially, geographically and financially.

In early 2022 MugStock took on a long-term lease of The MugShack, a large premises in Cumbernauld which was the old town hall. The space is the charity's registered office and incorporates a large hall and auditorium, estimated to host a 400 capacity crowd, a smaller upper hall and various stores, offices etc. We are mid-way through a series of capital works which will bring the building into full use, and aspire for The MugShack to be developed into a busy multi-use space which generates income for our charity whilst serving and strengthening links with the local community.

As we work towards our 5th festival in 2022 and begin to tap the potential of our stunning new site, MugStock will continue to build on its established reputation as a prominent feature of the outdoor, music and family events calendar in Scotland. The charity is operated by a voluntary board of directors, supported by an army of other volunteers and a small team of part time freelance staff.

Role Description

As MugStock's Development Jedi you will bring your extensive knowledge and experience as a fundraising and business development consultant to help MugStock bounce back from the challenges of recent years and emerge with a sustainable, impactful annual event and a fully utilised headquarters

The MugShack, 4 Allander Walk, Cumbernauld, G67 1DW

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www.mugstock.org

company@mugstock.org

which serves as an operational base and source of additional income and social impact through the provision of private hires and public events.

If your skill set includes marketing you will support in the development of our marketing and audience development strategies. If you have knowledge of Google Adwords you may be able to help us capitalise upon an existing Google Grants scheme through which we have several thousands of pounds of free advertising credits to be spent monthly.

You may have connections with high net worth individuals who may be inspired to support our mission. You will definitely have an extensive track record of raising funds through grants and appeals and will be enthusiastic about helping us to explore a range of additional approaches to diversifying our income streams.

The post will be funded through a grant from the Adapt & Thrive fund. The postholder will therefore be expected to help MugStock adapt to make the most of our present reality and work strategically to bring in the resources to help our event, space and community to thrive.

Responsibilities

1. Schedule, coordinate and lead regular development team meetings and take and circulate notes and actions.
2. Establish a working understanding of MugStock's working budgets and financial monitoring systems, including targets, priorities, projections, non-negotiables and budget areas which are flexible depending upon fundraising outcomes.
3. Lead on the development of an organisation wide strategic development plan and fundraising strategy.
4. Identify potential funders and maintain a database of funds, contacts and opportunities.
5. Draft and send grant applications for core costs and for defined projects including capital projects.
6. Draft and send appeals to trusts, foundations and potentially supportive individuals, groups and companies.
7. Help the charity to maximise the economic and social potential of The MugShack as a multi-use community and events space.
8. Cultivate relationships with potential business supporters and individual donors.
9. Explore and test new ways to diversify the company's income strands and to maximise existing income sources, whilst maintaining the integrity and quality of our work.
10. Liaise with current funders, sponsors & donors, including ensuring that invites to events are distributed appropriately and strategically.
11. Oversee evaluation systems and processes including establishing an organisation wide evaluation framework and helping the team to implement this.
12. Support the wider team to ensure through effective planning and evaluation that agreed outcomes are achieved.
13. Maintain fundraising recording systems.

14. Draft case studies demonstrating impact on individuals, groups including performers and our wider community.
15. Develop and submit funding reports including grant specific and annual reports for funders and supporters.
16. Stay in touch with individual donors and cultivate supporter engagement and retention.
17. Prepare and submit development updates for inclusion in board papers.
18. Identify and coordinate training opportunities for board or other team members which have the potential to support company development objectives.
19. Contribute to the organisation's marketing and audience development strategy.
20. Liaise with MugStock's marketing team to ensure that any opportunities and obligations to utilise our online channels for development purposes are capitalised on and fulfilled.
21. Utilise own devices to access the company's cloud-based IT systems, including established folder structures and online co-working practices.
22. Utilise established cloud-based folder structures and online co-working practices.
23. Serve as an ambassador for the company.
24. Represent the company at appropriate networks and events.
25. Identify opportunities to share learning with other organisations.
26. Identify opportunities to raise the company's media profile.
27. Consider and promote inclusion, diversity, and sustainability in their widest senses in relation to all other responsibilities.
28. Any other reasonable duties as required.

Person Specification

Essential

- A deep understanding of the current funding landscape in Scotland
- A proven track record of successfully raising large sums of money through grant fundraising
- Ability to self-motivate and work with minimal supervision
- Extremely competent user of digital technologies, in particular Google Docs and Google Spreadsheets.
- Highly literate and articulate with the ability to communicate effectively with a wide range of internal and external stakeholders in writing face to face, over the phone and on video calls.
- Willingness to work collaboratively using established cloud-based working practices and systems.
- Impeccable attention to detail.
- Experience of business development and strategic planning within the creative industries / 3rd sector.
- Experience of designing and implementing effective, practical and insightful evaluation frameworks.
- Understanding of and belief in the value of independent music festivals as a crucial aspect of Scottish culture.

Desirable

- A working and current knowledge of Google Adwords.
- Experience of running successful crowdfunding campaigns.
- Strong relationships with a network of individuals with a track-record of supporting the arts / 3rd sector
- Experience of working with and supporting voluntary boards

How to Apply

This post is being advertised from 21st January 2022. We are looking to appoint a consultant as soon as possible so applications will be considered as they are received. There is no fixed closing date, but if you read this job description after the 5th February we recommend that you get in touch with us before applying in order to check whether we are still in need. Depending on the individual strengths of applicants we may decide to engage more than one consultant to work on defined areas of development.

To apply please send:

1. Your CV highlighting relevant skills, experience and qualifications
2. A note of the day rate or hourly rate you would charge us as a small charity.
3. A few paragraphs explaining why you are interested in working with MugStock and drawing attention to the skills, knowledge and experience which would make you a great fit for this role.

Please send the above (ideally as a single pdf) via email to alan@mugstock.org

Please direct any questions to the same email address

