

Head of Development

Job Description

May 2022

As the Royal Philharmonic Orchestra (RPO) celebrates its seventy-fifth anniversary, its mission to enrich lives through orchestral experiences that are uncompromising in their excellence and inclusive in their appeal, places the RPO at the forefront of music-making in the UK. With a worldwide audience of more than half-a-million people, the Orchestra embraces a broad repertoire that enables it to reach the most diverse audience of any British symphony orchestra. The Orchestra is seeking to appoint a highly motivated and experienced fundraising professional to the role of Head of Development. The ideal candidate will have proven experience working within the arts, with excellent knowledge and understanding of the needs and requirements of the live performance sector and the necessary skills to shape and implement an exciting development strategy for the next chapter in the Orchestra's history.

The following information will help prospective candidates when preparing their application. Please also refer to the [RPO Guide for Applicants](#) and the RPO website www.rpo.co.uk

Role

Position:	Head of Development
Reports to:	Business Development Director / Deputy Managing Director
Line manager for:	Trusts and Foundations Manager, Development Coordinator, plus additional members of the Development Team as and when recruited
Location:	Royal Philharmonic Orchestra, 16 Clerkenwell Green, London EC1R 0QT
Contract:	Full-Time
Salary:	£45,000 to £48,000 per annum, depending on experience
Working hours:	9:30am–5:30pm Monday to Friday with an hour's break for lunch, plus evenings and weekends on a regular basis
Probation period:	6 months

Application and interview dates

Application deadline:	Monday 20 June 2022, 12noon
Interviews:	Friday 1 July 2022
Format of application:	A CV and covering letter emailed to recruitment@rpo.co.uk Please put Head of Development in the subject line and address your application to Huw Davies, Deputy Managing Director
Application information:	Please see our Guide for applicants and our website www.rpo.co.uk

Purpose of the role

As part of an organisational restructuring, the RPO has brought together its marketing and fundraising functions to sit within a Business Development Department. The department is charged with revenue generation across earned and contributed income streams, as well as maximising the value and impact of the RPO brand. The

Head of Development will report to the Business Development Director/Deputy Managing Director and work closely with the Head of Sales and Marketing to fulfil the Orchestra's fundraising strategy and meet Arts Council England's 'Let's Create' objectives. The post holder will lead the Development Team, which, in turn, will deliver a refreshed Development Strategy that supports the Orchestra's annual schedule of performances, events and community/education programmes. Priorities include increasing levels of development income from individual donors, corporates and Trusts and Foundations; stewarding key donor relationships; devising strategies to grow new areas of development income; and delivering an annual programme of fundraising events.

Role outline

Role: Lead the RPO Development Team to maximise fundraising opportunities and implement a refreshed development strategy to strengthen the intrinsic loyalty of existing supporters, whilst building a new and diverse donor base for the future.

Individual Donors

- Work closely with the Business Development Director to shape and inform a refreshed RPO Development Strategy that contributes directly to the RPO Business Plan and annual financial targets
- Work closely with the Business Development Director and Head of Sales and Marketing to agree and communicate across all marketing and communication channels the RPO's value proposition and a compelling case for support that demonstrates the impact and social value of RPO activity
- Develop/oversee campaigns to steward and enhance individual giving by the RPO's existing pool of donors
- Develop and oversee campaigns that cultivate new individual donors, with a clear strategy for increasing loyalty to the RPO, including use of the RPO's existing membership schemes (RPO Chair Partners, RPO Young Professionals, RPO Friends etc)
- Liaise with the Head of Sales and Marketing to identify individual benefactor prospects from amongst RPO audience databases
- Produce compelling project proposals to secure support from high-level individual donors
- Support the Business Development Director in stewarding high-net-worth individual donors
- Support the Business Development Director in stewarding Board members, Advisory Council members and high-level donors of the American Friends of the RPO
- Lead the development of the RPO's 1946 Club Legacy Giving Campaign, which includes stewardship and recruitment of members at an annual event

Corporate Sponsorships / Partnerships

- Manage all aspects of the RPO's day-to-day relationships with its existing roster of corporate partners, including managing corporate hospitality arrangements
- Work closely with the Head of Sales and Marketing to identify exciting new features and opportunities that will appeal to prospective corporate sponsors
- Prospect for new corporate partnerships that align with the RPO brand, vision, mission and values and contribute directly to fulfilling the RPO Business Plan
- Write creative project briefs/proposals and creating eye-catching sponsorship decks to enthuse and attract potential corporate sponsors
- In collaboration with the Marketing Team, create bespoke communication and branding opportunities for corporate partners
- Pitch proposals to prospective sponsors, negotiating deals and completing contracts
- Liaise with the Head of Sales and Marketing to develop sponsorship opportunities associated with RPO own-promotion and co-promotion concerts
- Work with the Business Development Director to secure sponsors to support the RPO's international touring and partnerships programme
- Support the Business Development Director in the development of partnerships with public bodies such as Department for International Trade, DCMS, British Council and other Government bodies to maximise exposure of the RPO brand to a wide range of business industry leaders.

Trusts and Foundations

- Direct the Trusts and Foundations Manager in developing a Trust and Foundation strategy that meets the needs of the RPO Business Plan, artistic, community/education and talent development programmes, ensuring that associated annual financial targets are achieved
- Work closely with the Director of Community and Education to identify and ensure a manageable schedule of Trust and Foundation applications
- As required, take lead responsibility for prospecting and stewarding high-value Trust and Foundation relationships to secure funding for multi-year programmes
- Lead on specific Arts Council England funding initiatives which fall outside the RPO's National Portfolio relationship

Events / Appeals

- Support the Business Development Director in implementing an annual programme of fundraising events, including the annual RPO Gala Evening, achieving agreed financial targets
- Support the Business Development Director on fundraising aspects of events/galas attended or hosted by the RPO's Royal Patron
- Devise new event formats to strengthen donor loyalty, including cultivation events with the RPO's Music Director and musicians

Digital

- Work with the Digital Marketing Manager to devise and oversee the implementation of appeals and campaigns across all digital channels
- Work closely with the Head of Sales and Marketing and Digital Marketing Manager to develop and implement a compelling annual digital fundraising strategy that ensures consistent and focused fundraising messaging across all digital channels
- Liaise with the Head of Sales and Marketing to ensure a prominent and consistent presence for the case for support on the RPO website

Other

- Work with the Head of Sales and Marketing to fully embed and maximise the value of the RPO's new CRM and box office system Spektrix
- Work closely with the Head of Sales and Marketing to ensure cross-pollination of development and marketing strategies and agree common goals and objectives
- Work with the Head of Sales and Marketing to segment data and develop systematic plans to identify new lower-level donors to help feed the RPO's donor pipeline
- Liaise with the Head of Sales and Marketing to share customer insights to help inform decision making when structuring marketing campaigns and messaging
- Develop robust processes and systems to underpin and ensure the smooth running of the RPO Development Team
- Ensure that all Development activity (on- and off-line) complies with the rules and regulations as set out by the Fundraising Regulator
- Ensure that all communication with current and prospective supporters is GDPR compliant
- Produce written Development reports for the RPO Board and Audit Committee, as required
- Represent the best interests of the RPO at all times
- Recruit, manage, motivate, appraise and train Development Team personnel
- Attend RPO performances in London and across the UK as required
- Undertake any other duties which may reasonably be required by the Company

Person specification

Essential attributes:

- At least 3 years' experience in fundraising at a senior level
- Excellent fundraising track record, with particular experience across a range of donors, corporate sponsors, charitable trusts in the UK and internationally
- Experience in devising campaigns and plans to generate increased revenue
- Strategic thinker and planner with experience of developing and implementing fundraising strategies
- Exceptional communication, influencing, negotiation and presentation skills
- Proven ability to create and communicate a compelling written case for support
- Calm, articulate, professional and self-motivated
- Confidence to represent the RPO at external events
- Good knowledge in numeracy and proven management of significant budgets
- Willingness to work regularly out of office hours, attend RPO concerts and travel, as required

Desirable attributes:

- Degree standard or equivalent employment experience
- A passion for orchestral music and the live performance sector

Terms of employment

- 20 days annual leave per annum, increasing to 25 days after 2 years of employment
- Bank holidays and entitlement to leave during the Company's annual (Christmas) shut down
- The post holder will be auto-enrolled in the RPO's defined contribution pension scheme after a 3 month deferral period. Under existing legislation there is an entitlement to opt out of the scheme. The RPO matches employee's contributions up to a maximum of 6% of salary
- Interest free loan for an annual travel season ticket after 6 months

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www.rpo.co.uk