

**Individual Giving Manager
Job Description
November 2023**

ABOUT THE RPO

The Royal Philharmonic Orchestra (RPO) has a clear mission to enrich lives through orchestral experiences that are uncompromising in their excellence, wide-ranging in their appeal and inclusive in their delivery. Performing approximately 200 concerts each season and with a global live and online audience of more than 60 million people, the Orchestra acts as a cultural ambassador for the UK on the world stage, whilst also enhancing the social and cultural fabric of local communities through a wide range of community, education, inclusion, and wellbeing programmes.

The following information will help prospective candidates when preparing their application.

ROLE

Reports to	Head of Development
Salary	£38,000 - £42,000 depending on experience
Location	RPO Office (currently 16 Clerkenwell Green, London, EC1R 0QT and from 2025 Wembley Park) Option to work 2 days per week from home
Contract	Full time, permanent
Hours	Core hours 9.30am – 5.30pm (Monday to Friday) with variation when events require evening or occasional weekend work

APPLICATION AND INTERVIEW DATES

Application deadline	Friday 8 December, 10:00am
Interview	In person on Thursday 14 or Friday 15 December Shortlisted candidates will be notified on Monday 11 December
Format of application	Please email a CV and covering letter explaining your interest and suitability for the role to recruitment@rpo.co.uk Please put Individual Giving Manager in the subject line and address your application to David Sutherland, Head of Development
Application information	Please see our Guide for applicants and our website www.rpo.co.uk Applicants must have the right to work in the UK.

PURPOSE OF THE ROLE

The Business Development Department comprises the Marketing and Development teams which generate revenue for the Orchestra through ticket sales, donations, and sponsorship. It also communicates the Orchestra's journey to audiences and supporters in ways which maximises the value and impact of the RPO brand.

The Royal Philharmonic Orchestra is seeking to appoint an ambitious and enterprising Individual Giving Manager to drive forward a newly developed Patrons' programme for the RPO. A new role, the Individual Giving Manager will support the Head of Development to provide the highest-level stewardship to existing benefactors each contributing up to £5,000 p.a., with responsibility for members of the RPO's Patrons' Circle and Young Professionals programmes. As an RPO ambassador, the post-holder's foremost responsibility will be to ensure that our supporters remain actively engaged in the life of the Orchestra and inspired to continue and/or increase annual giving. In parallel, the Individual Giving Manager will leverage new and existing networks to grow the RPO's pipeline of prospects, with the aim of recruiting new donors to the Patron family in line with agreed annual targets.

The Individual Giving Manager will work closely with the Head of Development to build a new stewardship strategy for Individual supporters of the RPO, ensuring that every donor touch point has purpose, and works to build affinity with the RPO brand and with the Orchestra itself. A key pillar of this stewardship plan will be the curation, planning and delivery of a new programme of RPO Insights Events to be rolled out across 2024.

As a front-line fundraiser, the post-holder will enthusiastically engage with the full breadth and depth of the Orchestra's work, collaborating with the wider Business Development Department to ensure that key fundraising messages are communicated with integrity and conviction.

The RPO is encouraging applications from candidates who are looking to take the next step in their career by taking on the challenge of a more senior fundraising role.

JOB DESCRIPTION

RPO Patrons' Circle

- Support the Head of Development to deliver a sector-leading Patrons programme that puts the donor experience at the heart of the RPO's strategy to grow its family of supporters and maximise income potential.
- Lead on the development of a stewardship plan for Individual supporters that aligns with the broader team's cultivation and stewardship strategy and encourages loyalty to the RPO.
- Manage a portfolio of RPO Patrons, with a focus on fostering deeper engagement with the Orchestra via relationship-led stewardship that inspires continued and increased annual giving.
- Identify prospects from existing and new networks and develop effective cultivation/solicitation plans to grow the prospect pipeline and increase membership in line with agreed annual targets.
- Curate an annual programme of exciting and innovative events and engagement opportunities that provide insights into the work and activities of the RPO, its musicians and key artistic personnel (RPO Insights events, fundraising soirées, etc). The post-holder will also support efforts to secure vital funding for the delivery of this annual events programme.
- Collaborate with the Head of Development to plan, coordinate and deliver an annual Patrons' trip alongside one of the RPO's international touring projects.

RPO Young Professionals

- Lead on the RPO's Young Professionals programme and develop a strategy that aims to build a culture of philanthropy amongst our next generation of supporters and deepens the RPO's prospect pipeline.
- Work with the Development Coordinator to deliver an annual programme of dynamic events and engagement opportunities that best positions the RPO to retain members year on year.
- Grow the Young Professionals membership in line with agreed annual targets.
- Work with the Head of Development to develop strategies to progress members of the Young Professionals scheme through the RPO's overall giving pipeline and deepen their relationship with the RPO.

Other fundraising activity

- Evaluate the success of the RPO's current donor communications initiatives with a view to developing new and innovative strategies and approaches (i.e. donor newsletters, etc.).
- Ensure all Individual benefactors are acknowledged accurately and appropriately, in line with the agreed stewardship strategy.
- Work closely with the wider Business Development Department on direct mails and email campaigns, tying in key fundraising messaging and calls to action, in line with RPO brand guidelines.
- Support in the development of bespoke funding proposals, tailored appropriately for individual benefactors and prospects, as directed by the Head of Development and/or Business Development Director.
- Support the Head of Development and Business Development Director to deliver major annual fundraising events (Gala Evenings).
- Support the Head of Development to build and execute compelling fundraising campaigns in line with organisation need (RPO Endowment Fund, Big Give campaigns, etc.)

Operational and administrative responsibilities

- Undertake self-directed donor and prospect research, and as directed by the Head of Development and Business Development Director.
- Provide regular updates on funds raised, approaches made, and other relevant information to the Head of Development and other key internal stakeholders as required.
- Develop accurate and comprehensive budgets for fundraising events, ensuring they are maintained and fit for purpose.
- Ensure that the Development CRM database (Spektrix) and its constituent records are up to date and GDPR compliant, including maintaining contact information, funding records and other relevant data.
- Record, analyse and manage data held on the CRM database to glean insights and inform decision making on future fundraising strategies and initiatives.

PERSON SPECIFICATION

Skills and experience - Essential

- A relationship-led fundraiser with experience delivering a busy and successful annual giving programme in either a leadership or supporting role.
- Strong interpersonal and stewardship skills, with an ability to exert influence with diplomacy and sensitivity.
- Experience of conceptualising and delivering an annual programme of donor engagement events.
- Ability to research, identify and establish relationships with donor prospects.
- Ability to communicate confidently and respectfully with a diverse range of people of different ages, backgrounds, and positions of responsibility.
- An understanding of budgets and cash flow.
- Ability to prioritise a busy workload, often with multiple ongoing tasks and competing deadlines.
- Fully competent using the full Microsoft Office suite (Outlook, Excel, Word, PowerPoint, Teams, etc.)
- Experience using and maintaining a CRM database (such as Spektrix).
- Availability to attend evening donor engagement events and occasional weekend work, as required.

Desirable attributes

- An interest in the arts sector and orchestral music.
- Knowledge and understanding of fundraising best practice.
- Some knowledge of the benefits of participatory arts work in diverse communities.

Personal qualities

- Meticulous accuracy and attention to detail.
- Eloquent communicator in both written and verbal contexts.
- Ability to think creatively and use initiative.
- Team player with the ability to be proactive and plan ahead.
- Calm and flexible under pressure.
- Adaptable, opportunistic and enthusiastic.

ADDITIONAL BENEFITS

- 25 days annual leave per annum
- Bank holidays and additional 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.

Join the Journey
www.rpo.co.uk