

philharmonia orchestra

CORPORATE PARTNERSHIPS MANAGER JOB DESCRIPTION

Reports to: Development Director

Line manages: Development and Events Coordinator

KEY OBJECTIVES OF THE ROLE

The role of Corporate Partnerships Manager will help to achieve the following key Fundraising Objectives set in the Philharmonia's 2018-22 Fundraising Plan:

- Re-evaluate and develop our approach to UK Corporate Partnerships to raise £1million by 2022
- Develop our strategy for fundraising from global partners and donors to bring in £1million by 2022

In particular, the Corporate Partnerships Manager will:

- i. Write and implement a Corporate Partnerships Strategy with SMART objectives to achieve the targets and objectives set in the 18-22 Fundraising Plan
- ii. Re-establish a Business Development Committee to assist with corporate introductions, networking and advice on corporate proposals and strategy
- iii. Account Manage the Philharmonia's existing Corporate Partners (both cash and in-kind) and negotiate and secure renewals of support
- iv. Maintain and develop the Corporate Prospect Pipeline on Tessitura to track progress of prospecting strategy to expand the pool of prospective corporate partners
- v. Develop a comprehensive "Corporate toolkit" of marketing materials (off and online) to illustrate the breadth of the Philharmonia's work and clearly convey the opportunities available for corporates to support the Orchestra
- vi. Line Manage the Development and Events Coordinator

The Corporate Partnerships Manager will be supported in achieving these objectives by the Development Director, and other members of the Senior Management Team as required. In particular, the Development Director will work closely with the Corporate Partnerships Manager on developing the Corporate Partnerships Strategy and re-establishing the Business Development Committee, sourcing potential members and developing the group into an engaged and dynamic group.

As the only member of the Development Team solely focused on raising funds from corporates, it is the responsibility of the Corporate Partnerships Manager to be pro-active in implementing the Corporate Partnerships Strategy and championing this important area of our fundraising mix across the company.

This role would suit an individual looking to develop their career as a Corporate Fundraiser in a creative and dynamic arts organisation with international reach.

DEVELOPMENT DEPARTMENT

The Philharmonia Orchestra's annual turnover is approximately £10 million. Income from ticket sales, the grant we receive from Arts Council England and commercial projects only covers 80% of the funds we need to sustain our annual programme. To help us thrive, we rely on charitable donations from generous individual patrons and supporters, sponsorship from companies and grants from Trusts and Foundations.

Over the past five years, the Philharmonia's Development Department has raised over £10 million. The Department consists of eight members of staff including a Marketing and Fundraising Apprentice.

The Department delivers a relationship-based fundraising technique, where the nurturing of relationships with individuals, companies and trusts, Trustees and committee members is at the heart of the fundraising strategy.

The post-holder will play a crucial role in maintaining the support of the Orchestra's two major Corporate Sponsors; Wuliangye (Principal International Partner) and Citigroup. Wuliangye signed a five-year partnership with the Philharmonia in 2015 becoming the first Chinese company to sponsor a UK arts organisation. Citigroup have been a major partner of the Philharmonia since 2014 and have sponsored concerts across four continents, including major tours to China, Japan, Latin America and throughout Europe. In 2018, Citi will become the Philharmonia's Asia Tour Partner.

The established fundraising programme is supported by the Trustees of Philharmonia Trust Ltd, a Development Committee and Friends Committees in London and the Orchestra's Bedford and Leicester residencies.

The Philharmonia Orchestra is committed to equal opportunities. We are working to achieve diversity and welcome applications from all sections of the community.

ROLE, RESPONSIBILITIES AND OBJECTIVES

Corporate Partnerships Strategy

Write and implement a Corporate Partnerships Strategy with SMART objectives to achieve the targets and objectives set in the 18-22 Fundraising Plan, specifically:

- Write a plan for retaining existing partners and sponsors, and a cultivation plan to identify new sources of corporate support across the breadth of the Philharmonia's programme
- Achieve agreed annual corporate revenue income targets

Business Development Committee

Re-establish the Business Development Committee (*name to be agreed*) to assist with corporate introductions, networking and advice, specifically:

- Establish formal terms of reference and fixed terms for the Committee
- Source Committee members (initial target of 6 engaged members) with strong networks into corporates with the potential to support the Philharmonia
- Ensure regular contact and meeting administration: at least two one-on-one meetings per year with each member, monthly e-updates to the Committee and 'live' full Committee meetings (exact number to be agreed) per year.
- Act upon and follow-up leads for corporate introductions, as introduced by the Business Development Committee (and other stakeholders, as appropriate).

Account Management

Account Manage the Philharmonia's existing Corporate Partners (cash and in-kind) and negotiate and secure renewals of support (working with the Development Director, where appropriate), specifically:

- Account-manage existing corporate partners, in-kind partners and sponsors (for London, Residencies and internationally) and ensure that the expectations of corporate clients and the objectives of the Philharmonia Orchestra are consistently met. Account management includes:
 - Negotiation of benefits with the corporate partner
 - Drafting and signing-off contracts and membership invoices
 - Working with the Development and Events Coordinator on the delivery of agreed benefits, including management of sponsors' requirements, liaising with the host venue about the event/sponsorship, overseeing ticketing, event management, branding and profiling requirements (in print and online)
- Ensure timely approach to all corporate partners and sponsors to secure renewal of their membership/partnership with the Philharmonia Orchestra, and to ensure that further opportunities for supporting the Orchestra are discussed when appropriate
- Organise and manage internal administrative processes for delivering benefits to corporate partners to improve effectiveness and efficiency
- Closely monitor income and expenditure; maintain and develop a system of detailed tracking of sponsorship costs
- Where appropriate promote opportunities (Corporate tables, in-kind sponsorship and auction items) for corporate partner's to support the Philharmonia's Fundraising Events (e.g. Fundraising Gala)
- Review in-kind partnerships to ensure maximum value to the Philharmonia Orchestra and full cost-benefit analysis including internal resource required.

International Touring

Work with the Development Director on securing sponsorship both cash and in-kind and delivering contracted benefits, for the Philharmonia Orchestra's international touring programme, specifically:

- Asia Tour (China and South Korea) – October 2018 (including working with the China Development Board, as appropriate)
- USA Tour – March 2019

Prospecting and Cultivation

Maintain and develop the Corporate Prospect Pipeline on Tessitura to track progress of prospecting strategy to expand the pool of prospective corporate partners to meet corporate fundraising targets, specifically:

- Pro-actively research and identify potential new sources of corporate support, both cash and in-kind and develop a cultivation plan, including following-up known connections through the Business Development Committee to build a relationship
- Deliver a programme of corporate cultivation events in London (to include 1-2 joint events with Armit Wine at Chancel Street and 1-2 events at the Royal Festival Hall), and elsewhere as appropriate (residencies, internationally)
- Align identified corporate prospects with appropriate projects, series, residencies and/or international tours

Corporate Toolkit

Develop a comprehensive “Corporate toolkit” of marketing materials (off and online) to illustrate the breadth of the Philharmonia’s work and clearly convey the opportunities available for corporates to support the Orchestra, specifically:

- Produce compelling, high quality partnership packages, incorporating the full portfolio of Philharmonia Orchestra activity, as required
- Regularly review the competitiveness of the Philharmonia Orchestra corporate packages to provide the best offer to the corporate market

Line Management

- Line management of the Development and Event Coordinator

General

- Represent the Philharmonia Orchestra in the Conductors’ Circle and Corporate Members’ Bar at Royal Festival Hall concerts and in the Orchestra’s residencies in Leicester and Bedford, and elsewhere as appropriate
- Ensure accurate data entry onto the fundraising database, Tessitura, (in conjunction with all other members of the Department)
- Undertake such other duties as may reasonably be required by the Company

PERSON SPECIFICATION

Experience and knowledge

- Minimum of three years’ fundraising experience
- Experience of developing relationships at a senior level within the corporate sector with a track record of success in renewing existing support and securing new business
- Experience of corporate account management with a track record of success
- Experience of using fundraising/relationship databases effectively to manage corporate relationships is essential; experience of using Tessitura is highly desirable
- Understanding of the principles of corporate fundraising, including identification, research, solicitation, pitching and account management
- Knowledge of the arts sector is essential and an appreciation for and understanding of classical music is highly desirable

Skills and abilities

- Excellent communication skills with the ability to communicate convincingly to a diverse range of people in writing and in person
- Strong proposal writing skills and ability to create compelling corporate packages and case for support
- Excellent interpersonal skills and ability to build long-term and positive relationships with people both internally within the Philharmonia Orchestra and externally with existing and prospective corporate partners
- Ability to think creatively in relation to planning corporate approaches and packages
- Tenacious and a passion to succeed
- Excellent organisational skills with the ability to plan ahead and prioritise work load and short and medium term objectives
- Pro-active, capable of working on own initiative

- Ability to work successfully within a team
- Willingness to attend Philharmonia Orchestra concerts and other evening and weekend events
- Willingness to travel within the UK, and occasionally overseas as required

ADDITIONAL INFORMATION

- Salary: in range £28,000 - £34,000 per annum, according to experience
- Hours: 9.30 - 17.30 (35 hours per week) Monday - Friday, plus evening and weekend work as required.
- Annual leave: 28 days per annum, including public holidays
- The Company will contribute 6% of salary to a qualifying pension scheme

APPLICATION PROCEDURE

To apply, please email your CV and covering letter to **Jonathan Kuhles, Development Director:** jonathan.kuhles@philharmonia.co.uk. Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission).

Deadline for applications: **10:00am on Monday 22 January 2018.**

Short-listed candidates will be invited for a first round interview on **Monday 29 or Wednesday 31 January 2018.** Successful candidates will be invited for a second interview w/c **5 February 2018.**
