



# ROYAL OPERA HOUSE

**Title:** **Philanthropy Manager (Fixed Term)**

**Reports to:** **Senior Philanthropy Manager**

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## **JOB DESCRIPTION – CONTEXT AND PRIORITIES**

### **Development and Enterprises Department**

The Royal Opera House, home to the Royal Opera, the Royal Ballet and the Orchestra of the Royal Opera House, is one of the most prolific performing arts venues in the world. Each season we present over 300 performances of Opera and Ballet on our 'main stage', around 200 performances in our Linbury Theatre and we have a growing programme of performances delivered in partnership at other venues around the UK. In addition, our learning and participation team present a year round programme of public performances, events and exhibitions both in Covent Garden and at our site in Thurrock and we deliver in excess of 150 private events throughout our Covent Garden building. We broadcast 14 of our productions each season live to cinemas and big screens, with an increasing emphasis on digital engagement with our audiences around the world.

The **Development and Enterprises Team** plays a critical role in enabling and realising the ambitions of the Artistic Leadership by ensuring that funding is in place for all activity. The team works with the creative teams and the colleagues across the building to give philanthropists a close engagement with our world.

This is an exciting time to be joining the Royal Opera House as the coming years bring considerable change and opportunity. In September 2018 our Open Up building project will complete – enabling us to welcome more people into our building in Covent Garden and bringing us a new suite of Front of House spaces to programme and fund.

## **JOB DESCRIPTION**

### **Main purpose of the job**

To manage a portfolio of key relationships and increase the value of the relationships with existing supporters

To grow the portfolio of relationships, by identifying and making approaches to new prospects

To maximise the Royal Opera House Covent Garden Foundation's income from philanthropists through new initiatives and cross promotion of a range of activities within the Department

To project manage and deliver all activities in line with objectives and department best practice

To manage own learning and contribute to a culture of continuous improvement  
To play a key role in achieving the annual Development and Enterprises Department targets through all the above activities

## **Main Responsibilities**

### ***Portfolio Management – Key Relationships***

- Manage the development of relationships with existing philanthropists to ensure renewal of their philanthropy, through stewarding and servicing relationships with Artistic staff and senior ROH staff, ensuring that all involvement and recognition is delivered as agreed and communicated to the philanthropist
- Liaise with other members of the Development and Enterprises team and other Royal Opera House staff to ensure successful delivery of activities
- Maximise support from existing ballet or opera production philanthropists by growing incomes from these individuals
- Grow and develop existing philanthropic initiatives of £7,500 or more by identifying new philanthropists and maintain and grow these existing supporters
- Create, grow and develop *Production Syndicates*, by identifying new prospects giving £7,500 or more and maximising increased support from existing philanthropists
- Work to an agreed plan for each approach, and actively solicit gifts personally where appropriate
- Encourage philanthropists to become ambassadors for the Royal Opera House and introduce us to their contacts who could become potential new relationships for the portfolio

### ***Growth of the Portfolio – Prospecting***

- Identify new high value philanthropists and devise a detailed approach plan, which may include other members of the Development and Enterprises team and the use of Fundraising Committee and Board Members
- Oversee prospecting for new relationships and develop a plan in consultation with the Philanthropy team to introduce and cultivate those new relationships with potential for giving
- Work with colleagues, Fundraising Committee and Board Members to integrate new prospects into the plan
- Support Fundraising Committee and Board Members by setting up and providing briefs for meetings, drafting correspondence, following up accordingly and providing any other support needed.
- Implement the approach plan to agreed timescales, using Senior Volunteers, senior management and working with the Philanthropy team
- Arrange project visits, backstage tours, attendance at rehearsals, meetings with internal and external senior influencers (Senior Volunteers, Board Members and Artistic Staff) with the aim of encouraging giving
- Prepare proposals for funding for new relationships in line with the successful development and implementation of the approach plan

### ***New Initiatives and Cross-Promotion***

- Manage and develop current and new fundraising initiatives; recent initiatives have included launch of the Young Philanthropists programme
- In consultation with the Senior Philanthropy Manager and the Trustees of the Endowment Fund, plan and continue growing and marketing the Baton Associates programme
- Maximise income opportunities across the Department by working with Philanthropy and Membership teams; this includes encouraging philanthropists to purchase special fundraising event tickets and gala tickets
- Working to the agreed standards, co-ordinate the servicing of all those who have pledged legacies to the Royal Opera House Endowment Fund and be first point of

contact for the administration of legacies that come in; provide support to the Endowment Campaign as needed

- Promote and recruit new Patron members and where appropriate new Corporate members in partnership with other members of the Philanthropy and Membership teams.

### ***Project Management***

- Liaise with other members of the Development team and other Royal Opera House staff on delivery of all servicing and stewarding
- Ensure that any planned approach or activity is supported by appropriate level of research and analysis
- Ensure that all income secured is handled as tax-effectively as possible
- Ensure philanthropists are credited appropriately
- Operate strictly within budgeted expenditure
- Ensure that all activity undertaken by staff and Senior Volunteers is accurately recorded on the Department's database
- Demonstrate discretion and confidentiality across all work regarding sensitive or personal information; work to department protocols regarding Data Protection
- Be prepared to work evenings and occasionally at weekends as required, under the Departments' time-off in lieu policy

### ***Continuous Improvement***

- Play an active role in the team, contributing to the efficient running of operations
  - Keep in touch with best practice and any updates as relevant to the role
  - Manage own learning and continuous professional development relevant to the role; undertake any learning or study as required
  - Support a culture of information sharing, collaborative working and team working
  - Contribute to a culture of innovation and continuous improvement
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- Undertake any other duties as may be reasonably required in the above post.

### ***Key Deliverables***

- A major contribution to securing and servicing of budgeted Philanthropy target
- Successful management of a portfolio of philanthropists giving upwards of £7,500 to the Royal Opera House
- Successful identification of new potential philanthropists with a plan for developing the relationship to generate high value gifts
- Growth of the portfolio, with five new relationships each year as a key objective
- Well established collaborative and consultative ways of working with team members for all projects
- Establish good relationships across the ROH as a respected member of the Development team

## **PERSON SPECIFICATION**

### **Essential Knowledge/Skills and Experience**

#### *Philanthropy*

- An established track record in philanthropy or fundraising for major organisations
- Demonstrated success in managing a portfolio of high value relationships
- Ability to think strategically to devise relevant engagement and cultivation plans and identify opportunities for approaches to prospects
- Experience of personally securing significant gifts
- A balance of experience and innovation to be able to develop new ideas and launch new initiatives successfully
- Some experience of, or an interest in, legacy fundraising

- An understanding of the art forms of opera, ballet, music and dance, or the ability to be able to gain some knowledge in a short space of time

#### *Project Management Skills*

- The ability to deliver consistently to objectives
- Ability to devise specific plans for targeted approaches
- Experience of solving complex problems, drawing on given resources and collaborative working
- Ability to use management processes effectively to support:
  - Research, analysis and reporting on activities
  - Budget analysis and presentation
  - Proposal writing to a very high standard, contracts and tax arrangements
  - Project management and management of servicing to expectations are managed and met or exceeded
  - Processes to encourage review and continuous improvement

#### *Relationship Management Skills*

- Credibility as an ambassador in the area of philanthropy, able to work effectively at senior levels and liaise with high net worth individuals
- Very strong people and relationship building skills and networking and the ability to nurture contacts
- Outstanding verbal communication and presentation skills and ability to show enthusiasm and communicate fluently about the artistic work and aims of the ROH
- Discretion and respect for confidentiality
- Ability to work autonomously and as a team player
- Able to work across this and other departments and with a range of senior people including Committee and Board Members and philanthropists
- An understanding and knowledge of the art forms would be an advantage

#### *Continuous Improvement*

- Ability to work to and support a culture of continuous improvement
- Commitment to delivering a high quality service and high standard of work
- Commitment to managing own learning and continuous professional development relevant to the role

#### *Job Requirements*

- Able to work evenings and weekends as required. The role may also include overseas tours with ROH philanthropists
- Good personal presentation and business-like appearance

*Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*

