



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Fundraising Manager
Reports to: Associate Head of Philanthropy
Responsible for: Fundraising Campaigns Officer

This role sits in the Development and Enterprises department of the Royal Opera House, as part of the Philanthropy Team, which is responsible for philanthropic income from individual donors and broader fundraising appeals and campaigns. The department generated £32m in 21/22, of which appeals and campaigns generated £1m.

Main purpose of the job

To deliver and run the successful fundraising campaigns function, delivering against targets of c. £1m for 2022/23.

To grow our income and innovation in this area, matching levels of ambition across the whole department and organisation.

Working with the Associate Head of Philanthropy to review our approach to philanthropic messaging across the organisation.

To manage own learning and contribute to a culture of continuous improvement

Main Responsibilities

Working to the priorities set by the Associate Head of Philanthropy:

Fundraising

- Project manage the ROH's fundraising campaigns and lottery draws, making use of direct mail, email and other digital communications, and to oversee how donations are run and encouraged across all platforms: on the website, in the building, in printed materials, through social media and as part of cinema screenings, working closely with colleagues in the Development and Enterprises and Audiences and Media departments
- Increase the proportion of our core audience who choose to give philanthropically, and the amounts they give
- Continue the trend of year-on-year growth in fundraising campaigns, and match the ambition of the department overall, by developing and growing the fundraising campaigns, bringing income to over £1M in 22/23

- Review the current portfolio of successful and long-running campaigns (Pointe Shoe Appeal, Wagner Appeal, Costume Appeal), as well as trends in unsolicited, online and front-of-house donations, considering strategically the future direction of fundraising campaigns at the Royal Opera House
- Maintain and improve the ROI of fundraising campaigns and appeals
- Produce regular management reports for the Associate Head of Philanthropy and Head of Finance, making use of the ROH's databases to provide updates on costs / budgets / income / effectiveness / learnings, as well as, for example, extracting relevant data on giving-trends to inform future strategy.
- Produce outstanding copy and innovative approaches for campaign materials
- Manage relationships with suppliers (internal and external), including creative support, print and design, ensuring the most cost-effective approaches for campaigns

Team Management

- Manage, engage and develop the Fundraising Campaigns Officer
- Share information as needed with team members and other Department team members to support prospect research, or other department initiatives or best practice
- Perform other activities as may be requested from time to time by the Associate Head of Philanthropy and Director of Development and Enterprises

Relationship Management

- Work closely with colleagues in the Development and Enterprises and Audiences and Media departments to ensure that fundraising campaigns are delivered as cost-effectively as possible, are on brand, and fall into a broader timetable which takes a donor-centric approach to what individuals receive
- Attend cross-organisational meetings as required, making the case for fundraising campaigns

Best Practice Standards

- Ensure a consistent knowledge of best practice in the sector, benchmarking against charities within and beyond the arts sector and making recommendations for management, and adapting approaches as required
- Create extremely targeted approach lists for all campaigns, carefully monitoring response rates and adapting in line
- Report to the Gambling Commission on all lotteries that have been run, within the required timeframe
- Ensure any fundraising complaints are responded to, acted upon and reported within the required timeline and framework
- Ensure compliance with GDPR and PECR across all activities (working with the Head of Research)

Continuous Improvement

- Support and contribute to a culture of high performance, innovation and continuous improvement
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- 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
- Uphold ROH Values and Behaviours across all aspects of the role and support our goals for diversity and inclusion
- Keep in touch with developments in the sector and develop and manage own network of fundraising professionals

Key Performance Indicators

- Management of the fundraising campaigns portfolio to deliver income through a balance of innovation, proven practice and awareness and understanding of changes and trends in the fundraising landscape
- Effective planning and management of all fundraising campaigns within the portfolio with focus on financial targets including campaign response and ROI
- Targeted communications for all fundraising campaigns and management of a responsive servicing model, based on best practice
- A high level of collaboration and teamwork within the department and ROH-wide; effective management and development of designated direct reports
- A respected ambassador for the team and within the Development and Enterprises department, with good working relationships across ROH departments

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Fundraising

- Substantial professional experience of the project management of appeals and campaigns fundraising gained within a charity or other fundraising organisation including their planning, development, running and evaluation
- Experience of running direct mail, email and mobile campaigns
- Experience of running lotteries or draws for fundraising
- A demonstrable track record in setting and meeting income targets
- Strong understanding of social media and its potential use within fundraising
- Print management experience
- Results driven, with an open, curious, intelligent approach to analysis and reporting
- Excellent project management skills, with evidence of having delivered concurrent projects and met deadlines

Communications

- Outstanding written communication skills, including the ability to tailor communications for different audiences and media whilst maintaining consistent tone and messaging
- Strong attention to detail and proofreading skills
- An understanding and knowledge of the art forms or the ability to be able to learn and communicate effectively about opera, ballet, music and dance to supporters

Relationship Management

- Ability to work successfully in partnership with other teams and departments
- Diplomacy in dealing with a variety of situations, people and service requirements
- Effective influencing skills
- Attentive, confident and professional tone and manner for all communications, whether by phone, email or face to face
- Respect for confidentiality and the need for discretion
- Ability to represent the Royal Opera House internally and externally as a credible ambassador
- Strong team player, with a consistent high level of donor care and responsiveness

Best Practice Standards

- Strategic approach, with focus on rigorous prioritisation and ROI
- Excellent planning skills and methodical approach
- Careful budget management
- High level of computer literacy (MS Office and databases, such as Tessitura) and ability to maintain up to date skills
- Ability to follow compliance requirements in fundraising, including good working knowledge of GDPR, PECR and Code of Fundraising Practice
- Numerate and methodical with an eye for detail
- Capacity to manage a busy workload with high productivity
- Ability to assimilate new information, learn new procedures and work with new technology
- Commitment to delivering a high standard of work

People Management

- Ability to lead by example and instil and reinforce best practice
- Ability to supervise, motivate and develop direct reports effectively

Continuous Improvement

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

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