

INFORMATION PACK FOR CANDIDATES

FUNDRAISING CAMPAIGNS MANAGER
2023

ROYAL OPERA HOUSE



WELCOME

MESSAGE FROM ALEX BEARD, CHIEF EXECUTIVE

Thank you for taking the time to apply for a role at the Royal Opera House.

Extraordinary, world-class performances of opera and ballet are at the absolute heart of our vision here at the Royal Opera House.

So, whether the audience is in one of our beautiful theatres in Covent Garden, watching around the globe in cinemas and online streaming, or taking part in learning and participation programmes up and down the country, we want as many people as possible to enjoy and appreciate these astonishing artforms.

None of this would be possible without the exceptional team of people who work here. People are centre stage of everything we do at ROH, and we built our culture on our core values: treating everyone with Respect, being Open in our mindset and approach, and striving for the Highest Standards in everything we do.

Everyone is welcome at ROH, whatever your background or experience, and we look forward to your application.

Best of luck!

Alex

ROYAL OPERA HOUSE



ABOUT US

Home to The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House, the Royal Opera House (ROH) brings together world-class performers and trailblazing creative teams to share unforgettable performances with audiences near and far.

Last Season over 1.5m attendees watched four hundred performances in our theatres and through cinemas screenings worldwide. Alongside this we deliver more than 1,350 learning events and a public programme of events and exhibitions designed to engage and inspire visitors to our Covent Garden home.

Our work is available in many ways through our streaming platform; ROH Stream, social media where we have over 1M subscribers, touring, radio, and TV broadcasts.

We turnover £135m and employ over one thousand permanent staff. We work across three sites, enabling us to produce exceptional performances – our theatres and offices in Covent Garden, our production workshop in Thurrock and our storage facility in Aberdare.

ROYAL OPERA HOUSE



WORK FOR US – EVERYONE IS WELCOME

We want many more people to enjoy and engage with exceptional ballet and opera.

We believe a greater diversity of outlook, practice and people will bring a wider range of ideas and perspectives, and help create better, richer, more relevant and dynamic artforms.

We are committed to creating a diverse and inclusive environment in which everyone can thrive and bring their full selves to work.

We operate a fair and open recruitment and selection process. Every role is open to all sections of society and we welcome applications from those who are under-represented in our workforce; in particular those who are ethnically diverse, and/or those who are disabled. As a Disability Confident employer, we guarantee to interview all disabled applicants who meet the essential minimum criteria for our vacancies.

ROYAL OPERA HOUSE



ROYAL OPERA HOUSE – FUNDRAISING

The Royal Opera House is a registered Charity, which means we are a not-for-profit organisation and are recognised by the Charity Commission as having a ‘public benefit’ purpose. The income we receive from ticket sales and commercial activity is not sufficient for us to be able to balance our budgets. And so, we are grateful to receive a grant from Arts Council England, which helps part of the way, and then must fundraise to make up the remainder.

The Development and Enterprises Department (D&E) plays a vital role in this, by raising over £32m a year, and in ensuring we deliver on our charitable mission, retain the best artists and crafts people, maintain our beautiful grade I listed building and continue to produce world class performances.

We could not maintain our reputation, the range of our work or our digital presence without the support of our business partners, sponsors, philanthropists, funders and members.

The Fundraising Team are responsible for c. £1m, through campaigns and appeals, which is vital to funding the work we deliver.

ROYAL OPERA HOUSE



JOB DESCRIPTION

JOB TITLE: FUNDRAISING CAMPAIGNS MANAGER

REPORTS TO: ASSOCIATE HEAD OF PHILANTHROPY

CONTRACT TYPE: PERMANENT

HOURS OF WORK: FULL TIME; 40 HOURS PER WEEK

Please note as a busy working Theatre, there is a requirement to work evenings and occasionally at weekends as required, under the Departments' time-off in lieu policy

SALARY: Up to £40,000 dependent on skills and experience

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

JOB DESCRIPTION

MAIN RESPONSIBILITIES

- 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
- Grow our income and innovation across fundraising campaigns, matching levels of ambition across the whole department and organisation
- Increase the proportion of our core audience who choose to give philanthropically, and the amounts they give
- Maintain and improve the ROI of fundraising campaigns and appeals as well as extracting relevant data on giving-trends to inform future strategy
- Review the current portfolio of successful and long-running campaigns, 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
- Produce regular management reports, making use of the ROH's databases to provide updates on costs / budgets / income / effectiveness / and learnings.
- Manage, engage and develop the Fundraising Campaigns Officer
- 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
- Produce outstanding copy and innovative approaches for campaign materials

KEY DELIVERABLES

- 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



JOB DESCRIPTION

PERSON SPECIFICATION

Essential knowledge, skills and experience

- 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
- 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
- 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
- Ability to lead by example and instil and reinforce best practice

WORKING WITH US – WHAT TO EXPECT

“The Royal Opera House has been an exceptional place to work and thoroughly supported everyone all levels during very difficult times”

“Working at the Royal Opera House has provided me so much joy in my life. I really do love working for such a great organisation and with lovely people.”

“I absolutely love working here.”

Starting a new job can be daunting. At the Royal Opera House we want to make that transition as smooth and easy for you as possible. We'll provide you with all the information you need prior to starting at the and will be on hand to answer any questions you may have about the role.

We are a big organisation, with more than 1000 employees and sites at Covent Garden, Thurrock and Aberdare. There will be plenty of people to meet and you'll have a structured induction, including tours of both our Covent Garden and Thurrock sites. This is a great way to orient yourself and understand how all the work comes together.



WORKING WITH US – BENEFITS

- 28 days annual leave (including bank holidays), increasing with length of service.
- Membership of the ROH Pension scheme
- Staff offers on performance tickets and access to general rehearsals
- Subsidised canteen and coffee bar
- Interest free season ticket loan once you have passed your probation and onsite spaces for secure cycle storage, subject to availability
- Family Friendly policies
- Childcare vouchers scheme
- Access to our Employee Assistance Programme providing 24 hour advice and counselling services
- Access to the ROH Benevolent Fund, providing confidential support and assistance
- Special arrangements for Healthcare including a health cash plan for employees and healthcare support for performers
- Discounts on alternative and physical therapies provided in-house
- Discounted staff ballet, Pilates and yoga classes
- Discounts at the ROH Shop
- Concessions at a wide range of local Covent Garden shops, restaurants and gyms



YOUR APPLICATION – CHECKLIST AND WHAT’S NEXT

- Read through this job pack before you make your application.
- We’re committed to anonymous shortlisting and all applications are reviewed on their own merit. For this reason we don’t accept CVs directly and applications must be made via our website. Follow the link at the bottom of the job description webpage to make your application. [Find out more](#).
- If you have any questions or require any reasonable adjustments to the application process, please [contact the ROH Recruitment Team](#).



CLOSING DATE AND INTERVIEWS

Closing date for applications: **8am, Monday 27th February 2023**

This will be a two stage process, with the 2nd round in person, at ROH Covent Garden.

Once the applications have been reviewed, we will contact you if you have been successful in being shortlisted for an interview.

We also contact all unsuccessful applicants by email.

GOOD LUCK!

