



JOB DESCRIPTION

Title: Senior Partnerships Manager, New Business

Reports to: Commercial Director

Responsible for: Artist Brand Liaison Manager (open), Partnership Manager/s

Main purpose of the job

The newly formed Audiences and Commercial division delivers £80M income per annum, through commercial activities including brand partnerships, catering, retail, streaming, global cinema programme, exploitation of content and box office.

With the support of a refreshed brand and purpose, and assets never before available the Royal Ballet and Opera is open for business and on track to deliver a step change in income from brand partnerships with a £4.5M target for the FY24/25 season. To support this approach, we are looking for a creative, ambitious senior manager who thrives in a new business environment.

Reporting to the Commercial Director, you will lead work to identify, cultivate and secure new, significant partnerships that build and diversify our brand and underpin and celebrate our strategic priorities.

Main Responsibilities

Working to the priorities set by the Commercial Director and Head of Commercial, the Senior Partnerships Manager, New Business will lead the team's new business outreach, delivering against ambitious targets and a new strategy.

New business

- Identify, cultivate and secure new significant six figure + partnerships to underpin growth and future success and build a robust new business pipeline.
- Review and develop the existing new business strategy for brand partnerships at the RBO.
- Work with team to identify new mechanics and services that will support the growth of a pipeline of prospects.

- Develop compelling partnership propositions aligning with the strategy and sector priorities.
- Work with team to identify new mechanics and services that will support the growth of a pipeline of prospects.
- Approach new business with a commercial mindset, ensuring a high volume of approaches to support the team's income target.
- Work closely with the Commercial Director and Head of Finance to set and agree ambitious targets for new business, to assess and manage income throughout the season.
- Work closely with the Commercial Director/Head of Commercial and the Events team on a new business cultivation event strategy.
- Work closely with the Partnership's Administrator and Research team, Development & Advocacy, ensuring all prospect have been researched and passed due diligence.

Team

- Develop successful working relationships with direct reports and encourage the development of their skills and talents in line with team objectives.
- Line management of Artist Brand Liaison Manager (open post) – managing workload, development and scope of post, performance management and feedback.
- Promote best new business practise across the team, monitoring approaches.
- Work closely with Partnership Manager/s to support the creation of proposals and forward stewardship of accounts.
- Build strong relationships with Board and Development Committee ensuring introductions are actioned quickly and thoroughly leveraged.
- Promote and foster a culture of information sharing, collaborative working and cross-division working.
- Be a strong advocate for the team and wider division, building proactive relationships across the organisation.

Management

- Work effectively with data sources, contacts, senior volunteers, trustees, and colleagues to identify changes in business landscape, risks, and opportunities.
- Ensure each activity or introduction is well prepared and documented, including recording in the RBO's database.

Continuous Improvement

- Play an active senior role in the team and wider A&C division, contributing to a commercial focus and goal orientated culture.
- Uphold a culture of innovation and continuous improvement.
- Manage own learning and continuous professional development relevant to the role.

PERSON SPECIFICATION

Essential experience

- A demonstrable track record in the delivery of new business, negotiating and delivering partnerships at six figures and above.
- Practiced in the identification and cultivation of significant partnerships.

- Polished communication skills: the expertise and gravitas required to communicate with senior level executives.
- Good understanding of the marketing mix, including working with digital assets and ability to work with metrics within proposals and packages; interest and ability to keep up to date with current measurement tools.
- Experience of fundraising database or CRM system.
- A passion for the arts and the role of the arts in society.

Essential skills

- Excellent verbal communication and presentation skills.
- Polished writing skills; able to develop a compelling and well thought out proposal.
- Target focussed with effective project management, prioritisation, and planning skills.
- Strong teamwork skills
- Strategic thinker with a commercial mindset.

Desirable

- Knowledge of opera and ballet or the arts, and the ability and interest to learn and develop this to be able to communicate fluently about the artistic work of RBO.
- Experience of line management.

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.
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

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

