



## **JOB DESCRIPTION**

**Title:** Patrons Manager

**Reports to:** Head of Membership

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### **Main Purpose of the Job**

The Patrons of the Royal Ballet and Opera are a core loyal audience who enjoy premium benefits including a concierge Box Office and special events. The Patrons Manager will be responsible for both Individual and Corporate Patron relationships from start to renewal, managing recruitment, handling and following up incoming enquiries, the renewal process, delivering excellence in customer service and ensuring members make the most of their benefits to achieve maximum renewal and upgrade rates.

### **Main Responsibilities**

#### **Service Delivery**

- Ensure excellent membership benefit delivery for corporate and Individual Patrons
- Lead on programme delivery including welcome events for new Patrons and corporate members
- Manage incoming enquiries as appropriate and to agreed timescale (same day)
- Attend to and resolve complaints/queries, working to agreed policy
- Maximising donations up to and beyond suggested amount

#### **Recruitment and Retention**

- Face-to-face meetings with prospective Patrons, including backstage tours
- Fulfilment of Patron renewals to agreed timescales, liaising with finance team and following up outstanding payments to minimise debtors
- Fulfilment of welcome process for new and renewing members with welcome pack, backstage tours and backstage tour diary
- Re-engaging with lapsed patrons
- Reaching out to prospective new Patrons and keeping in contact with warm prospects
- Looking at ways to reward retention

#### **Finance, Data and Reporting**

- Write Patron updates for Board Reports
- Work with the Development Finance team to understand their requirements and ensure an effective invoicing and payment processing system and management of Patron credit accounts
- Manage all payments for membership from Individuals, Trusts and Corporates
- Manage all Invoicing/Credit noting for finance re membership
- Monthly meeting with Head of Finance for membership creditors/debtors
- Lead on 'quarterly' Gift Aid reconciliation against membership donations
- Lead on ongoing changes to Patron programme
- Maintain Patron records and up to date Patron mailing lists in line with data consent requirements (GDPR)
- Share prospect information on Tessitura and ensure Patron Plans are updated on the system

### **Systems**

- Have a good knowledge of database (Tessitura)
- Look at ways to refine/automate processes where possible

### **Cross Departmental**

- Lead on incoming corporate group booking requests
- Manage Bedford Box hires, including invoicing, ticketing, dining arrangements
- Ongoing communication and reconciliation for Box Office accounting where necessary
- Identifying key membership users for event invitations and promote opportunities for further giving, working with other Development teams
- Sharing information on prospects from events and incoming enquiries

### **Ticketing and other services**

- Ensure Box Office terms and conditions are complied with, for refunds, re-sales and reprinted tickets; ensure Data Protection/GDPR requirements and auditing requirements are complied with
- Liaise with key contacts in other departments to ensure Patron benefits (bookings, dining and catering) are delivered as agreed
- Ongoing ticketing customer service

### **Continuous Improvement**

- Support and contribute to a culture of high performance, innovation and continuous improvement
- Promote and foster a culture of 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
- Keep in touch with developments in the sector and membership, news and innovations

## **PERSON SPECIFICATION**

### **Preferred Knowledge/Skills and Experience**

#### **Membership**

- Experience of working in a membership organisation and/or with high-net-worth individuals
- Ability to drive forward and deliver on opportunities for growth in revenue and membership in line with programme goals
- Ability and application to maintain good knowledge of all relevant support options and services
- Understanding of Gift Aid
- Ability to promote RBO membership products and gain knowledge of products and services in a relatively short period of time
- Experience of working in a customer service environment with structured KPIs and ongoing targets.

#### **Box Office**

- Ability to deliver on all ticketing sales and services for Patrons
- Ability to follow compliance requirements for ticket sales and related transactions
- Experience working with a CRM (Knowledge of Tessitura will be highly regarded)

#### **Relationship Management**

- Ability to lead on relationship management for the Programme with Patrons and prospective Patrons
- Ability to identify new initiatives and ways to enhance the Patron experience
- Ability to participate in Patron events and meetings effectively and represent the Programme
- Ability to deliver on all Patron servicing requirements with a proactive approach
- Diplomacy in dealing with a variety of situations, people and service requirements
- Developed communication and rapport building skills; able to tailor communications effectively and quickly forge strong relationships, both with Patrons and with the wider Development and Advocacy team.
- Effective influencing skills and ability to promote services successfully
- Consistent high level of service and responsiveness
- Attentive, confident and professional tone and manner for all Patron communications, whether by phone, email or face to face
- Respect for confidentiality and the need for discretion best practice

#### **Administration**

- Excellent organisational and administrative skills and methodical approach
- High level of computer literacy (including use of Outlook, databases, Word and Excel) and ability to maintain up to date skills
- Ability to write clear, accurate and concise English
- 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

#### **Continuous Improvement**

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard

- Commitment to managing own learning and continuous development relevant to the role
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera – securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

**Other**

- Passion and drive to work in a customer focused environment
- Well-presented, business-like appearance for face-to-face engagement with Patrons
- Curiosity with interest in refining process and managing change

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

