



**ROYAL
BALLET &
OPERA**

Information Pack for Candidates

Membership Director

Welcome

MESSAGE FROM SIR ALEX BEARD, CHIEF EXECUTIVE

Thank you for taking the time to apply for a role with the Royal Ballet and Opera.

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

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 RBO, 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 RBO, whatever your background or experience, and we look forward to your application.

Best of luck!

Alex



About Us

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

We house the busiest theatres in the world, delivering more than 400 performances and around 1,350 learning events each year. We employ 1100 permanent staff and generate a turnover of £135m, attracting 1.5m attendances in Covent Garden and in cinemas.

We're at the forefront of innovation in ways in which audiences can experience opera and ballet. Our work is accessed and experienced across the UK and globally through streams, tours, cinema relays, radio broadcasts and TV output.

We work across three sites, all enabling us to produce exceptional performances – our theatres and offices at Covent Garden, our production workshop at Thurrock and our storage facility at Aberdare.

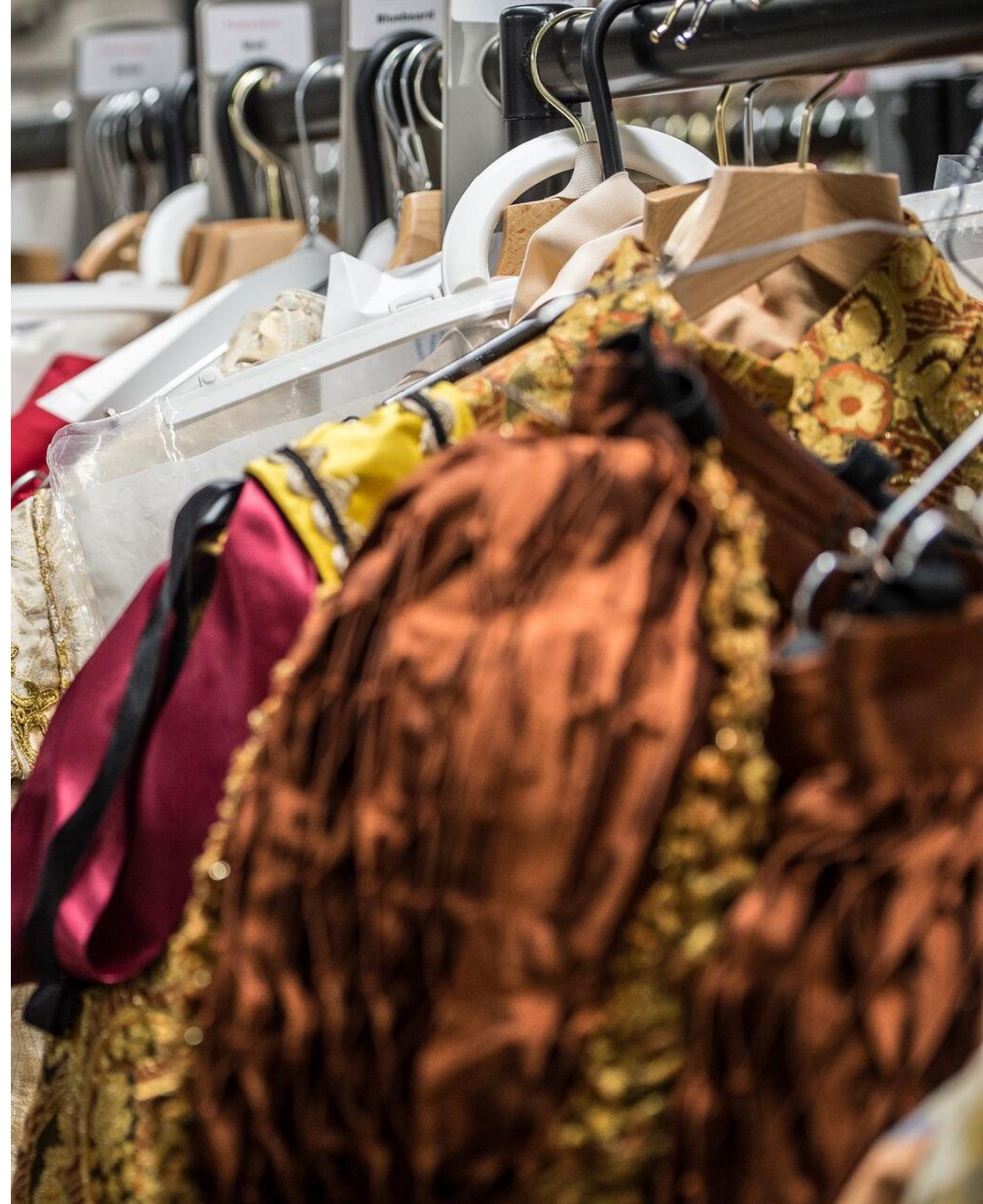


Royal Ballet and Opera – Development and Advocacy

The Royal Opera House Covent Garden Foundation 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 Advocacy Department (D&A) plays a vital role, by raising over £41m revenue annually, plus additional capital funds, and securing the annual Arts Council England grant (currently £22.9m). This helps ensure we deliver on our charitable mission, retain the best artists and crafts people, look after our beautiful grade I listed building and continue to produce world class performances.

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



Role Overview

TITLE:	MEMBERSHIP DIRECTOR
REPORTS TO:	DEPUTY CHIEF DEVELOPMENT OFFICER
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



Job Description

- In conjunction with the Deputy Chief Development Officer, create, deliver and implement the strategy for the Membership Programmes (Friends and Patrons) at the Royal Ballet and Opera (RBO), to meet agreed annual income targets (currently £10m in membership fees and events)
- Create and deliver the strategy for membership programmes at RBO, for all levels of Friends and Patrons
- Work closely with Marketing Campaigns and the CRM team to track, regularly review and deliver the membership recruitment and retention strategy and programme, including running regular campaigns
- Create and deliver membership collateral, products and services - working with colleagues in Audiences and Commercial (A&C), Visitor Experience (VE) (including the Box Office team), Finance Department and IT
- Develop the annual season plan and oversee priorities and delivery of all membership campaigns and the key moments when tickets go on sale (with A&C team)
- Oversee the delivery of annual programme of members' events designed to promote deeper engagement and increasing level of support, in conjunction with Events Team
- Supervise and establish clear standards for member support for all levels of Membership; ensure VE staff are fully briefed and able to deliver to these standards
- Setting the strategy and ensuring the delivery of programmes of personalised member care and stewardship for higher level members including Patrons' Box Office service
- Work closely with D&A and A&C colleagues and senior volunteers to identify members with potential as philanthropists, and philanthropists as higher-level members
- Work alongside Analytics, CRM and Marketing teams, to support delivery of all agreed products and services by ensuring effective use of available data

Key Deliverables

- Deliver on or exceed income targets for membership in line with the approved strategy
- Effective management of the expenditure budget
- Effective management and prioritisation of resources across all services in the portfolio
- Effective leadership and development of skilled teams and retention of key staff
- Effective advocacy to ensure the delivery of key projects and collateral in areas without direct control (e.g. digital and print content, CRM)



Person Specification

Essential knowledge, skills and experience

- Extensive experience of running and growing philanthropic income from large scale membership programmes in performing arts/ museum/ wider charity sector, with up-to-date knowledge of tax and other technical issues
- Highly developed written and verbal communication skills, with ability to inspire and influence a wide range of stakeholders
- Ability to drive and deliver a successful season plan for key moments when tickets go on sale and audience engagement
- Ability to refine and deliver a programme of benefits and events for members, working with multi-disciplinary teams for delivery
- Excellent programme and project management skills, with a track record of achieving demanding goals to tight deadlines
- Able to scope and plan resource needs for busy periods and events
- Credibility and influence as an ambassador for the RBO internally and externally, able to operate effectively at all levels
- Excellent relationship management and development skills
- Strong leadership skills with the ability to engage others and meet objectives through a team
- Ability to lead and inspire a high performing team to deliver their best work
- Ability to set objectives, establish systems and allocate workload and resources effectively for direct reports and their teams
- Ability to support the team and their needs when required

Work For Us – Everyone Is Welcome

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

We believe diversity is about making sure we can attract and develop talented people who bring more because of their different backgrounds, experiences, cultures and outlooks.

Recruiting and working with these talented people is just part of the work. We are committed to creating an environment where everyone believes they belong and can do their best work.

We operate a fair and open recruitment and selection process. Every role is open to all sections of society, and we welcome your application, regardless of your sex, race, religion or belief, ethnic origin, different physical ability, age, gender identity or sexual orientation.

We particularly welcome applications from those who are from a global majority background and/or those who are disabled, as they are under-represented within the Royal Ballet and Opera. As a Disability Confident employer, we guarantee to interview all disabled applicants who meet the essential minimum criteria for our vacancies.



Work With Us – What to Expect

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

We are a big organisation, with more than 1100 staff 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.



Staff Benefits

- 33 days annual leave (including bank holidays)
- Membership of the RBO Aviva 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
- Access to our Employee Assistance Programme providing 24-hour advice and counselling services
- Access to the 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 RBO Shop
- Concessions at a wide range of local Covent Garden shops, restaurants and gyms



Recruitment Process

- 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 RBO Recruitment Team](#).
- After you have submitted your application, we will contact you if you have been shortlisted for the interview stage. *We also contact all unsuccessful applicants by email with an outcome.*

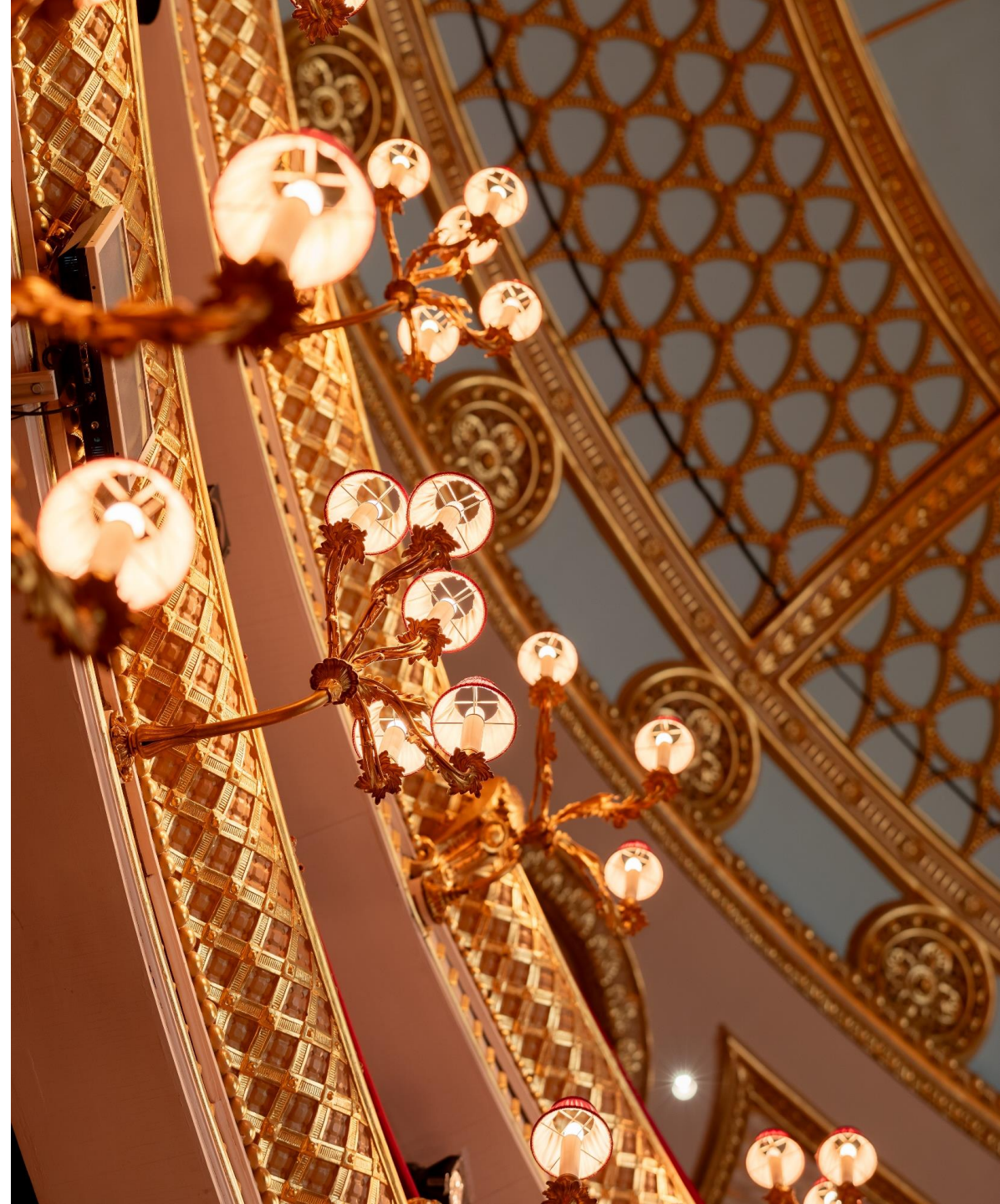


Recruitment Timeline

Role closes to applications: **8am,
Monday 14th July 2025**

Interviews will be conducted in person via a 2-stage process:

- 1st Stage – 21st – 23rd July
- 2nd Stage – 29th July onwards





**We await your
application**

For people. Not profit
hr.recruitment@roh.org.uk