



JOB DESCRIPTION

Title: Senior Partnerships Manager

Reports to: Director of Partnerships

Main Purpose of the Job

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

With the support of a refreshed brand and purpose, and assets never before available, the Royal Ballet and Opera (RBO) is open for business and on track to deliver a step-change in income from brand partnerships with a £5.8M target for the FY25/26 season.

We are looking for a creative, strategic and ambitious senior manager with a commercial mindset who can contribute to the development and implementation of RBO's partnerships strategy, playing a key role in securing and managing significant partnerships that diversify and strengthen the brand, build income and celebrate RBO's strategic priorities.

Main Responsibilities

Portfolio Management and New Business Development

- Manage and grow a category portfolio of high-value partnerships, ensuring excellent client service and value
- Identify, negotiate and secure new 6-figure+ partnerships to underpin future growth and success.
- Manage campaign delivery and client relationship.
- Build and maintain a robust pipeline of prospective partners using new mechanics, research and services.
- Provide client direction and support aligning packages with client needs.
- Work alongside the Partnerships Officer to deliver projects on budget and on time.

- Liaise with relevant departments to build compelling business cases for support.
- Ensure all relationships are well-researched, documented and recorded in the CRM system.
- Act as an ambassador for the Royal Ballet and Opera both internally and externally.
- Take ownership of some thematic opportunities within the RBO – ensuring the wider team is kept updated and given the resources to sell it themselves.

Design and Delivery

- Develop high-quality proposals and tailored sponsorship packages that align with RBO's strategic priorities and client objectives.
- Incorporate a full range of assets and benefits in partnership proposals.
- Ensure effective delivery of all possible RBO partner benefits including ticket holds, hospitality, press plans, marketing credits and engagement with the artistic companies
- Prepare contracts, invoices, client KPIs and annual impact reports.
- Collaborate with the Partnerships Officer, Research team and Development & Advocacy to ensure due diligence and quality assurance.
- Set briefs to internal A&C teams

People Management & Wider Team Relationships

- Develop successful working relationships with direct report supporting their development, overseeing their performance, workload and objectives and aligning their contributions to team goals.
- Promote best practice across both new business and client servicing functions.
- Build relationships with Board members and Development Committee to maximise introductions and opportunities.
- Foster a culture of collaboration, information sharing and cross-division working.

Senior Leadership

- Work closely with the Director of Partnerships and Head of Partnerships to track and monitor targets.
- Support the delivery of new business projects and thematics where necessary, in collaboration with the wider RBO team.
- Work with data sources, trustees, senior volunteers and other stakeholders to track risks, opportunities and business trends.

Continuous Improvement

- Contribute actively to a commercially focused, goal-orientated culture within the Audiences & Commercial division.
- Uphold a commitment to innovation, sustainability and continuous improvement in ways of working.
- Take responsibility for your own learning and professional development relevant to the role.

PERSON SPECIFICATION

Essential Experience

- Demonstrable track record in both new business development and client management, including delivering and negotiating complex 5- and 6-figure partnerships.
- Proven experience managing partnerships with major organisations and overseeing the full lifecycle from prospecting to stewardship.
- Good understanding of a breadth of partner benefits and activations with the ability to incorporate audience metrics into proposals.
- Experience using CRM systems or fundraising databases.
- Passion for the arts and the role of the arts in society.

Essential Skills

- Excellent relationship-building, verbal communication and negotiation skills with senior stakeholders.
- Polished writing skills with the ability to craft compelling, well-structured proposals.
- Commercially minded, strategic thinker with strong analytical skills.
- Strong project management, planning and prioritisation abilities.
- Customer-focused with a high level of responsiveness and professionalism.
- Financial literacy and the ability to work to income targets.
- Strong team collaboration and leadership capabilities.
- A positive and can-do attitude

Desirable

- Experience of line management and coaching team members.
- Knowledge of opera, ballet, or the wider arts sector, or a willingness to learn and develop fluency in the artistic work of RBO.
- Commitment to environmentally sustainable practices and continuous professional development.

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

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

