



JOB DESCRIPTION

Title:	Partnerships Manager
Reports to:	Head of Partnerships
Works closely:	The Audience & Commercial wider team & Development & Advocacy team.

The Audiences and Commercial division delivers £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 partnerships manager with a commercial sales 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.

Roles & Responsibilities:

Alongside the support of the Head of Partnerships, this role will:

- Manage and grow a category portfolio of high-value partnerships, ensuring excellent client service and value
- Identify, cultivate and secure partnerships to underpin future growth and success.
- Manage campaign delivery and build client relationships.
- Have a sales-first mentality by outreaching to new partners a breadth of approaches including using mechanics such as Pearl Finders and LinkedIn to start new conversations.
- Manage a robust pipeline, working with the Head of Partnerships to identify key client opportunities and next steps.
- Provide client direction and support, crafting and aligning packages with client needs.
- Work with the support of the Partnerships Officer to deliver projects
- Ensure all relationships are well researched, documented and recorded in our CRM system.

- Act as an ambassador for the Royal Ballet and Opera both internally and externally.
- Experience negotiating and delivering 5 and 6 figure partnerships.
- Work with partners to create opportunities that align with their objectives and offer new mediums/platforms for the RBO
- Create, prepare, and present professional proposals for RBO partnership pitches, that include insights, objectives, creative concepts, executions and proof points.
- Prepare contracts and invoices for partners
- Contribute to a culture of innovation and continuous improvement
- Work closely and collaboratively with other departments to deliver partnership projects. Including but not limited to:
 - **Research/Due Diligence** – to measure the risk levels of working with certain partners
 - **Events** - To manage and prepare for hospitality and event related projects
 - **Social** – In the creation of branded content opportunities or promotion of a partnership
 - **Marketing & Press** – To develop a strategy around announcement and press of partnerships.
 - **Data and Insights** – Looking at how we can quantify the success of our partnerships and source the best insights for proposals.

PERSON SPECIFICATION

Essential Knowledge, Skills, and Experience

Relationship & Sales skills

- An agile and efficient salesperson with a drive to drum up new and proactive business using creative solutions to meet clients' needs.
- Comfortable working to a target
- Experience of nurturing authentic relationships with companies and individuals
- Ability to research and target new industry sectors to develop new business opportunities
- Strong relationship building skills and ability to provide continuity in managing key relationships
- A positive and can-do attitude
- Consistent high level of customer care and responsiveness
- Excellent verbal communication including presentation skills
- Excellent writing skills including proposals and reports to the highest professional standards
- Ability to work autonomously or as a collaborator as situation requires

Product Knowledge

- Ability to gain an impressive understanding of the partnership packages and benefits available to become operational in the role within a short timeframe.

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.

Desirable

- Knowledge of opera, ballet or the wider arts sector, or a willingness to learn and develop fluency in the artistic work of the RBO

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



