

Deputy Director of Development, Sponsorships & Partnerships
Royal Academy of Arts
Up to £60,000 plus attractive benefits

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for our world class exhibitions including Sensing Spaces: Architecture Reimagined, Manet: Portraying Life, David Hockney RA: A Bigger Picture and this year, Anselm Kiefer. Our purpose is to be a clear, strong voice for art and artists.

We are looking for an exceptional Deputy Director of Development who will provide the leadership, strategic direction, management and coordination of all RA exhibition sponsorship and corporate partnership activities. You will work closely with the RA leadership team and the Corporate Board and Trustees.

With no funding from the public purse, we are very reliant on our Development team to secure significant funding, typically in excess of £15m in annual revenue funding, as well as significant capital requirements. As such, you will need to create successful fundraising strategies that diversify and expand the RA's current corporate fundraising activities.

This position requires an ability to build strong relationships with individual and corporate donors, volunteers, sponsors and colleagues. You will have a proven track record of achieving aggressive fundraising goals through successful donor development programmes to advance the mission of the RA. This will include working to challenging targets, notably to grow the corporate fundraising income year on year. You will have an enviable network of contacts to call upon and a genuine appetite for business development and introducing business development practices to the team.

To be successful in the role, you must possess strong commercial acumen. Your initiatives and strategies must reflect well constructed business plans and will be subject to regular review to ensure optimum effectiveness. Your pitches will include compelling business cases showing ROI to convince client conversion.

A confident people manager, you must be able to extract exceptional performance from a team of high quality and dedicated fundraisers. You will be adept at helping team members reach their full potential with ongoing professional development.

Candidates should send their CV, current remuneration details and a covering letter, detailing how they feel they meet our criteria, to recruitment@royalacademy.org.uk or for a conversation in complete confidence, they should speak to Katherine Montague, Director of Human Resources on 0207 300 5788.

Closing date for applications:
Interviews:

4th February 2015
11th & 12th February 2015

JOB DESCRIPTION

JOB: Deputy Director of Development – Sponsorships & Partnerships
DEPARTMENT: Development
REPORTS TO: Director of Development

MAIN OBJECTIVES

The RA does not have a government grant and our Development department accounts for over 50% of our annual income alongside a vigorous capital project. This role demands the best in the business, a leader in corporate funding strategy to steer secure our future ahead of our 250th anniversary. You will make a significant contribution to the Academy's Development strategy, with a particular emphasis on sponsorship by creating and implementing a successful strategy for the funding of our artistic programmes, ranging from exhibitions to education programmes.

With a focus on corporate sponsorship, membership and innovative methods of revenue generation from other sources the objective is to deliver against annual targets and grow the business to bullishly increase income year on year. This role will also oversee the newly aligned Events team to increase sponsorship opportunities and fundraising prospects.

KEY RESPONSIBILITIES

New & Existing Business

1. Develop compelling internal case studies, illustrating ROI to our clients to ensure their conversion.
2. Identify opportunities and create revenue driving partnerships with the corporate sector. Oversee the smooth account management of these.
3. Ensure the highest possible quality of account management for existing supporters and delivery of their benefits through the Corporate Membership offer and Events Team.
4. Oversee the Head of Events to ensure hire opportunities are maximised and annual targets are exceeded.
5. Oversee the development of new business plans to ensure collaborative working between the New Business Manager and the Researcher across all areas of activities.
6. Oversee HoS in their work with the senior development team on the strategy and involvement of Sponsorship in the long-term Capital Campaign.

Sponsorship

1. Develop and implement a detailed sponsorship strategy to cultivate and build relationships and therefore income stream from individual donors and sponsors, corporates and supporters.
2. Work on the particular development of the fundraising strategy for the RA Schools with a twin emphasis on both revenue and endowment fundraising.
3. In consultation with DD and senior volunteers manage existing Corporate Board with a view to developing and focussing its role towards a high performance Sponsorship Board.
4. Work closely with specialised supporter groups (eg contemporary and RA Schools patrons), internal executive teams, relevant Royal Academicians and attends advisory committees, as appropriate.
5. Develop close relationships with internal senior stakeholders including the Chief Executive, Director of Exhibitions, the Keeper and Curator of the RA Schools, Head of Education and Director of Artistic Programmes to ensure effective fundraising for their projects.

Corporate Development

1. Take overall responsibility for the Corporate Development policy and plans and its development as a contributor to the strategic planning and income generation of the department.
2. Support Head of Sponsorship (HoS) in developing excellent working relationships with senior staff, Academicians and senior volunteers on the Corporate Board and other advisory committees.
3. Maintain a high level of awareness of the corporate environment, through direct communication with the corporate sector. Join key external bodies through membership and attends external events to build, extend and maintain significant networks.

Trusts & Foundations

1. In conjunction with HoS, develop strategic plans for the growth and remit of the Trusts and Foundations Managers; link with overall plans and ensure good channels of communications with relevant departments and Trusts and Foundations Manager within Capital team.

Events

1. Take overall responsibility for the events policy and plans and its development as a contributor to the strategic planning and income generation of the department.
2. Oversee the management and delivery of the events programme to ensure quality, delivery and within budget.
3. Support Head of Events (HoE) in developing good working relationships with senior staff, Academicians and senior volunteers on events committees.

4. Develop ideas for fundraising events with clear income targets and supports HoE and the team in their delivery.
5. Foster collaboration between Sponsorship and Events team to develop and implement the strategy for maximising income from corporate hire, cultivation of new leads and deepening of our philanthropic and artistic message

Staff Management

1. Manage the whole section of Sponsorship: ensure clear, challenging objectives and conduct regular appraisals and reviews – and ensure line managers do likewise.
2. With HR team, create learning and development opportunities for staff
3. Take joint responsibility with DD and other Deputies and Heads for clear and appropriate communication systems and approaches – not only within the Section but across the department, clarify and monitor targets and budgets.
4. Take direct line management of the Head of Project Giving and New Business team.
5. Deputise for Director of Development, both internally and externally, as required.

Finance and Administration

1. Prepare, manage and re-forecast regularly on the Project Giving budget, for income and expenditure, in order to record progress and ensure annual targets are achieved.
2. Ensure all gift management adheres to rules and regulations of legal/tax laws, including gift aid and that they are in line with RA policy.
3. Use the Development database (Raisers' Edge) to track all approaches, donor agreements, benefit delivery and events management. Ensure that all members of Section input relevant information to Raisers' Edge. Work with Database Manager to ensure that all staff in Section are aware of and understand all protocols and contributes to the use and development of the database.

Ensure that Health & Safety policies, procedures and regulations are known, understood and complied with by yourself, your team and any contractors, suppliers and all others who work with the team.

Undertake any other duty which may reasonably be allocated by the Director of Development or any other senior officer.

PERSON SPECIFICATION

- Graduate calibre or equivalent
- Strong business acumen, highly numerate, experience of financial modelling and building business plans
- At least 5 years' experience in a business development, bid management and/or sponsorship role with a demonstrable track record of success
- Research based and strategic targeting of potential sponsors & partners; identifying and upgrading existing clients and corporate members to lead exhibition sponsorship & significant project support
- Talented networker and relationship builder, with existing high level (decision maker) network of contacts in the corporate sector, ideally ones who are sympathetic to the arts
- Credible and confident at all levels, including high level trustees and board members
- Systematic and robust business development process skills to ensure all leads are followed up and tracked
- Exceptional presentation skills, confident, articulate, able to think quickly; slick, succinct and persuasive.
- Comfortable working to ambitious targets
- Able to assess effort vs. return for less valuable deals and focus on best use of time and skills
- Exceptional people management skills, able to motivate, coach and build high performance teams
- Genuine interest in the visual arts and art history