

**Head of New Business, Sponsorship & Partnerships  
Development Department  
Up to £55,000 plus attractive benefits**

**About the Royal Academy of Arts**

The Royal Academy of Arts is going through its most radical development in its 246 year history. In 2018 (our 250<sup>th</sup> Anniversary) we will open a brand new building, a campus uniting Burlington House on Piccadilly with Burlington Gardens. This will include a new suite of galleries, Education centre and a 300 seat auditorium. We will be a 2.5 acre site in the centre of London dedicated to the exhibition, creation and debate on the arts.

We occupy a unique position in being an independent, privately funded institution led by eminent artists and architects. Its public programme promotes the creation, study and enjoyment of art to a wide range of audiences through exhibitions, education and debate.

**Development at the Royal Academy of Arts**

With no funding from the public purse, we are very reliant on our Development team to secure major funding, typically in excess of £15m in annual revenue funding, as well as significant capital requirements through an innovative and subtle approach to fundraising. We have an enviable track record of working with illustrious sponsors and partners but need fresh focus to bring in new brands and companies that share our vision for the future of art and artists.

**About this role**

We are now looking for a dynamic, confident and experienced individual to develop our New Business strategy, focusing on new business sectors, to open doors to new sponsors and partners, driving funding for Royal Academy projects and increasing income year on year.

You will be a seasoned income generator with a strong appetite for business development and the ability to forge long-lasting relationships with corporate partners and sponsors who are passionate about our work and their brands. You will develop strong market intelligence through research, lead generation and the build-up of strong client relationships. You will source, present and negotiate with key corporate clients across a variety of sectors. You will identify and cultivate new corporate sponsors, principally to support our exhibition programme, and ensure that their needs are met by the Development department and other relevant business teams at the RA. If you relish working in a challenging, target-driven environment, and securing annual sponsorship from new partners each year, then this is the role for you.

**About you**

To be successful in this role, you must possess strong commercial acumen and demonstrate success in the sponsorship arena or other sales experience with a strong track record of opening doors. Your initiatives and approach should be sophisticated and tailored to the needs of the client but sensitive to the RA's ethos; your pitches will include compelling business cases showing ROI to convince client conversion.

Articulate, persuasive and well-presented, you will possess excellent communication skills and will develop and maintain an enviable network of contacts with ease. With exceptional people skills, you will be adept at introducing new business development practices to the team and helping team members reach their full potential.

You should demonstrate a genuine interest in the cultural sector and a commitment to the vision of the Royal Academy of Arts.

### **Apply**

You must fill in an application form to apply for this role. Please see the 'How to apply' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

<b>Closing date for applications:</b>	<b>13 May 2015</b>
<b>Interviews to be held:</b>	<b>20 May 2015</b>

## **JOB DESCRIPTION**

**Job:** Head of New Business  
**Department:** Development  
**Reports to:** Deputy Director of Development

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## **MAIN OBJECTIVES**

- To develop the New Business strategy in conjunction with the Deputy Director of Development
- To lead on identification and cultivation of new corporate funders, with a particular focus on new business sectors to the RA, to drive new income and funding for Royal Academy projects, principally the exhibition program, and to increase income year on year.
- Be the central sales agent identifying the needs of corporate prospects and ensuring these are addressed through a cross departmental solution or effectively passed on to the relevant business team.
- Raise six figure funding to target from corporate donors for the Capital Campaign whilst ensuring annual sponsorship revenue is secured from new partners year on year

## **MAIN DUTIES**

1. Implement and deliver a new business strategy for the corporate sector across the Development Department, working closely with the Deputy Director of Development (Project Giving) to ensure a joined up approach to corporate prospects, cross selling rather than working in competition with existing RA corporate fundraising strategies.
2. Achieve and exceed personal targets and support others across the team to deliver overall corporate fundraising targets.
3. Apply a fresh focus to open new doors and introduce sponsorship with brands and companies new to the Royal Academy, ones that share our vision for the future of art and artists.
4. Manage the budget for income targets and expenditure.
5. Work closely with senior stakeholders specifically the Chair and members of the Corporate Board as well as the Chairman of the RA Trust and Capital Working Party to generate new sponsorship business and deliver against targets.
6. Develop and maintain a strong portfolio of current and potential corporate prospects; build and manage effective relationships to maximise corporate support across revenue and capital projects; negotiate partnerships to completion.
7. Use a creative sales approach to write and present powerful proposals to potential corporate donors, ensuring communication is of the highest quality in terms of content and accuracy.

8. Develop compelling case studies, illustrating ROI to our clients.
9. Make appropriate approaches to potential corporate prospects at cultivation events to convert prospects into funders.
10. Develop external network of potential corporate funders; identifying and responding quickly to their needs. Work closely with the in house research team to qualify prospective funders.
11. Ensure that all relevant fundraising information, contact with individuals, groups, companies, etc. are accurately recorded on the Raiser's Edge database in order to facilitate the team in their cultivation and follow ups.
12. Ensure all gift management adheres to rules and regulations of tax laws and they are in line with RA policy.
13. Provide regular fundraising reports.
14. Assist with the programme of Sponsorship and Capital Campaign events including cultivation, recognition and prospecting events.
15. Attend and support events/activities in order to promote the Royal Academy, ensure that corporate donors and potential corporate donors are cultivated and supported.
16. Build and maintain collaborative working relationships across the Development Department and Academy as a whole, in order to facilitate communication channels and co-ordinate fundraising activities.
17. 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.
18. Undertake any other task which may reasonably be allocated by Deputy Director of Development or other senior officer.

## **Management**

1. Line manage a small team ensuring the direct areas of responsibility for securing key business relationships are undertaken effectively.
2. Introduce new business development practices to the team.
3. With the HR team, create learning and development opportunities for your line reports
4. Deputise for the Deputy Director of Development, both internally and externally, as required.

## **PERSON SPECIFICATION**

### **KNOWLEDGE, SKILLS, EXPERIENCE AND PERSONAL QUALITIES**

- At least 5 years' experience of corporate sales or fundraising
- Proven success of identifying, developing, negotiating and completing new business pitches
- Proven track record of raising income to target
- The ability to self-motivate with a creative approach to tailoring business solutions to clients' needs
- Experience of securing five and six figure gifts
- Excellent written and presentational skills – both articulate, fluent and persuasive
- Ability to gather and present information, compile reports, make recommendations, set realistic timetables, to monitor progress, resolve difficulties and ensure plans are fully and successfully implemented
- Ability to translate agreed strategy to achieved objectives
- Strong interpersonal and communication skills: socially confident, diplomatic and with first class advocacy skills. Able to manage external contacts, forge strong links and encourage interest, a relationship builder
- A team player: sharing and building on ideas, ability to take the lead on occasion as well as joining and supporting other initiatives
- Well-organised, an efficient administrator: able to co-ordinate own work programme, prioritise and self-administrate
- Computer literate (MS Office)
- Able to attend out of hours events as required
- Existing knowledge of the arts is preferred but not essential
- A genuine interest in the cultural sector and a commitment to the aims and objectives of the Royal Academy