

**Manager, Sponsorship and Partnerships  
Development Department  
Up to £28,000 plus attractive benefits**

**About the Royal Academy of Arts**

The Royal Academy of Arts is one of the Nation's treasures. It occupies a unique position in being an independent, privately funded institution led by eminent artists and architects. Its Development team is responsible for significant fundraising to sustain the many activities of the Academy, not least its world renowned exhibition programme.

**About this role**

We are looking for a dynamic and confident individual to secure and retain corporate and individual sponsorship for the Academy's world class exhibition programme - someone with a track-record of retaining and growing business relationships.

**About you**

You will possess at least 2 years' business development and/or account management experience, ideally with corporate clients. Confident, articulate, fluent and persuasive, you will be adept at networking and forging long-lasting relationships.

Polished and well presented, you will be comfortable at social events, unafraid of initiating contact and building relationships with key corporate partners.

Organised and methodical in your approach to research and business development, you will follow a structured and well considered benefit delivery process, whilst allowing for creativity and novel ways of adding value to existing sponsorships.

With an educational background in art history preferred, you will have a strong knowledge of and appreciation of the visual arts, and a commitment to the vision of the Royal Academy of Arts.

**Apply**

Candidates must complete an application form to be considered for this position. You will find our application form in the **How to Apply** section of the Careers page of our website: <http://www.royalacademy.org.uk/careers-at-the-ra>.

**Closing date for applications: 20 May 2015**  
**Interviews to be held w/c: 25 May 2015**

## **JOB DESCRIPTION**

**JOB:** Manager, Sponsorship and Partnerships  
**DEPARTMENT:** Development  
**REPORTS TO:** Senior Sponsorship and Partnerships Manager

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## **MAIN OBJECTIVES**

- To manage relationships and the delivery of corporate sponsor benefits.
- To prepare, manage and regularly report on the Sponsorship revenue and expenditure budgets.

## **MAIN DUTIES**

### **SPONSORSHIP**

1. Establish and manage new relationships with corporate sponsors and partners, using entrepreneurial flair and initiative to offer them benefits and add value to them
2. Working to targets and deadlines, ensure retention of corporate sponsors
3. Draft contracts, sets up timelines of benefit delivery, organise and attend regular meetings with the sponsor and provide them with a schedule of benefits/print/events etc.
4. Work internally with relevant RA departments to ensure the delivery of sponsor benefits and to brief them on new sponsorships, outline the sponsor's expectations and objectives and how the sponsorship benefits will involve RA departments. Ensure aims and objectives of the RA dovetail with the ambitions of the sponsor.
5. Ensure the tracking and delivery of sponsor benefits, with the help of the Sponsorship and Partnerships Administrator. This includes checking and sending sponsor accreditation, invitations, free tickets and catalogues, assisting the organisation of educational requirements and event date bookings.
6. Organise special events for the sponsors including curator talks, early morning tours and education workshops.
7. Prepare, manage and regularly report on sponsorship revenue and expenditure budgets.
8. Organise and attend regular sponsorship update meetings, including the provision of agendas, notes and follow-up actions.
9. Take responsibility for the collation of information for sponsor evaluation reports, writing the final sponsor evaluation reports and coordinating the thank-you letters to the sponsor.

10. Work with the Sponsorship and Partnerships Administrator to ensure that the paper and electronic files for all clients are kept to-to-date and that the departmental database is also up-to-date and used effectively.
11. Ensure all corporate and sponsor relevant pages on the RA website and web apps are maintained and used effectively.
12. Act as representative and ambassador for Sponsorship and Partnerships, and indirectly for the Royal Academy, internally and externally.

## **MANAGEMENT**

1. Prepare, manage and regularly report on sponsorship revenue and expenditure budgets.
2. Take responsibility for allocating work to the Sponsorship and Partnerships Administrator in consultation with the Corporate Membership Manager and Senior Sponsorship and Partnerships Manager.
3. In close liaison with the HR Department, oversee the recruitment and management of department interns and the internship programme for the Sponsorship and Partnerships team. The Sponsorship and Partnerships Administrator supervises the day to day activity of the interns.

## **GENERAL**

1. Attend corporate cultivation events and exhibition opening receptions.
2. Undertake any other duty which may reasonably be allocated by the Senior Sponsorship and Partnerships Manager or other senior officer.
3. Ensure that Health and Safety policies, procedures and regulations are known, understood and complied with by yourself, your team, contractors, suppliers and all others who work with the team.

## **PERSON SPECIFICATION**

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

- A successful track-record of retaining and growing business relationships
- At least 2 years' experience in an account management role, ideally with corporate clients
- Able to operate at a strategic level to implement plans for business retention and growth
- Demonstrable experience of six figure income generation, in or with the corporate sector
- Experience of selling arts sponsorship, corporate membership and entertaining packages
- Motivated by working to targets and deadlines.
- First rate negotiator
- Sound commercial acumen, knowledge and understanding of budgets, balance sheets and the financial sector
- Deep knowledge and understanding of the corporate and arts markets
- Good knowledge of the Royal Academy and its various activities
- Confident presenter, both engaging and well-targeted content and strong delivery.
- Strong social and interpersonal skills providing an ability to communicate effectively at all levels; genuinely interested in people
- Supremely well organised with meticulous attention to detail
- Computer literate: MS Office 2010, with some database understanding, preferably of Raisers' Edge
- Energetic, enthusiastic and self-motivated
- Approachable and friendly, calm with a sense of fun
- Fast worker, productive and able to work in an open plan office
- Smart appearance and a confident manner
- Active interest in the visual arts and architecture