



ROYAL EXCHANGE THEATRE

Job Description

JOB TITLE: Corporate Development Manager
Responsible to: Development Director
Responsible for: No direct reports but will work closely with the Development Coordinator and Development Assistant

INTRODUCTION TO THE ROYAL EXCHANGE THEATRE

The Royal Exchange Theatre sits at the heart of Manchester's culturally dynamic city centre. We are one of the largest and most compelling producing theatre companies in the UK commissioning, creating, and developing original and ambitious theatre in our two permanent theatre spaces – a 750 seat in-the-round space and a 90-seat flexible studio space – as well as throughout the building, across the city and beyond. We have additional space in the Northern Quarter area of the city, Swan Street, which houses our Production Workshop where we design and build all our theatre sets. As well as the workshop, Swan Street also contains another rehearsal/studio space and the theatre's vast Costume Hire Department housing thousands of its on-stage costumes

JOB CONTEXT

The Development Department raises fundraised income from grant making bodies, businesses and individuals to support the work of the theatre. The department also has shared responsibility for stakeholder management, networking and partnership working. The department is led by the Development Director who works with three managers who each head up three key areas of fundraising activity:

- Grants fundraising – funds are raised mostly by way of applications to Trusts, Foundations and other statutory and non-statutory grant making bodies;
- Corporate fundraising – both cash and in-kind income is raised by way of a corporate membership scheme and the sponsorship of a range of the theatre's activities; and
- Fundraising from Individuals – funds are raised from individuals by securing major gifts, donations (large and small), gifts in wills, selling plaques and by running a membership scheme which incorporates regular giving.

JOB SUMMARY

The Corporate Development Manager has responsibility for assisting the department to achieve income against targets by raising revenue from Sponsorship and Corporate Membership and other related activities, providing a base for long-term meaningful partnerships with the corporate sector in Manchester and beyond.

MAIN DUTIES AND RESPONSIBILITIES

New Business Development

- Lead on a plan to attract new business from the corporate sector
- Research into and build new relationships with the corporate sector, growing the prospect pool for corporate membership and sponsorship
- Plan and deliver cultivation events and activity aimed at the corporate sector securing the support of other relevant colleagues from across the Company
- Work with the Board, partners and networking organisations to gain new prospect leads
- Develop a communications plan, and work with the Marketing and Communications Department on delivery.

Sponsorship

- Produce clear and compelling business cases for company engagement through sponsorship at the Royal Exchange Theatre
- Gather information internally about productions and projects/programmes of work suitable for corporate engagement and create sponsorship proposals/pitches.
- Deliver pitches and manage approaches to sponsors either directly or with support of Development Director, Executive Director, or others as appropriate.
- Manage delivery of benefits to current sponsors with a high attention to detail
- Write evaluation reports for sponsors in accordance with agreed benefit delivery schedules and timescales

Corporate Membership

- Recruit and retain corporate members aiming to exceed annual recruitment and retention targets
- Manage the delivery of benefits to all existing corporate members
- Manage the renewal process exploring opportunities to up-sell
- Manage and deliver the corporate members' client and staff events

Account Management

- Encourage Corporate Members and Sponsors to further increase their commitment to the Royal Exchange through upgrading their support to include sponsorship of productions, performances and projects.

- Develop and maintain good relations with decision makers, bookers and administrators within supporting companies.
- Work with the Development Coordinator and Development Assistant, to deliver high quality account management for all existing members, ensuring all benefits are appropriately received and a high level of customer service is maintained.
- Ensure that all income due from corporate partnerships is received on schedule
- Ensure that sponsorship and Corporate Member information on the theatre's website is up to date and accurate.

Hospitality and Events

- Manage and deliver an agreed programme of internal and corporate supporter events to a high standard in partnership with the Development Coordinator
- Prepare briefings on corporate events as required for any senior management/trustees attending e.g. Development Director, Executive Director, Artistic Director, SMT and Chair of the Board

Other Activities

- Maintain excellent records relating to corporate partnerships and prospects on Tessitura CRM database
- Maintain accurate financial records relating to Corporate income
- Prepare information for internal reports, including board reports as required
- Maintain a good relationship with all funders
- Assist with other project-based and event fundraising as required
- Maintain a good knowledge of developments in the charitable sector, business sector, city region and other fundraising initiatives relevant to the work of the Royal Exchange
- Deputise for other members of the department as required
- Undertake any additional appropriate activities requested by the Development Director

DUTIES AND RESPONSIBILITIES OF ALL STAFF

- Be aware of the work of other departments in the achievement of the Royal Exchange Theatre's aims and to take an active part in communicating and co-operating with other staff and departments.
- Work in accordance with the Equality and Diversity policy of the Royal Exchange Theatre and to participate in the achievement of the theatre's Diversity action plan.
- Be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety policy.
- Take part in the company's work around sustainability and reduce environmental impact.
- Be aware of and comply with rules and legislation pertaining to Safeguarding and to abide by the procedures as set out in the Safeguarding Policy.

- Abide by other guidelines, procedures and policies provided by the Company.
- Take part in such working groups and committees as might from time to time be required for the fulfilment of departmental or company aims.
- Work as an ambassador of the theatre at press nights, development events and other significant public events.

Note

This job description will be reviewed on an annual basis and updated as appropriate.

PERSON SPECIFICATION

Essential skills and experience

- Demonstrable success in developing business partnerships, securing sponsorship and/or fundraising from the corporate sector
- Strong business acumen and knowledge of the corporate sector
- An understanding of the marketing/communications needs of the corporate sector in building sponsorship relationships
- Ability to develop relationships at all levels – both internally and externally
- Target driven and self-motivated
- Excellent written and interpersonal communication skills
- Experience of making direct “asks” to prospects
- Commitment to high quality customer service
- Attention to detail and excellent administrative and organisational skills
- Pro-active in approach and a creative thinker able to respond quickly and appropriately to a changing brief
- Ability to work both independently and as part of a team
- Ability to communicate with passion the importance of the Theatre’s work
- Ability to influence others to deliver agreed benefits to sponsors and corporate members
- Computer literate and ability to mine data with CRM databases
- Ability to work to tight deadlines
- Ability to work in a changing and flexible organisation
- Ability to work evenings and weekends

Desirable skills and experience

- Commitment to and interest in the theatre sector
- Knowledge and experience of the fundraising environment in the arts/charities sector with an awareness of current issues affecting the sector
- Experience of commercial events and hires
- Specific knowledge of Manchester’s business sector and city stakeholders
- Awareness of General Data Protection Regulation and relevance to the work of the Development Team

DATE last reviewed: June 2018