

Friends & Patrons Officer

Salary: £27,331 - £30,249 per annum

Founded in 1882 the Royal College of Music has trained some of the most important figures in British and international music life, including composers such as Holst, Vaughan Williams and Britten; conductors such as Leopold Stokowski, Sir Colin Davis and Sir Roger Norrington; singers such as Dame Joan Sutherland, Sir Thomas Allen and Alfie Boe; instrumentalists such as James Galway, John Lill and Natalie Clein.

On 15 April 2015, the Royal College of Music (RCM), announced plans to transform its building in the heart of London's South Kensington. This is a key priority of an ambitious campaign, "More Music: Reimagining the RCM" which will seek support for its estates plans, scholarships and its community outreach.

This role will be responsible for the development of a wide range of individual, corporate and other philanthropic supporters in order to grow their financial support of the RCM; raising income contributing to the on-going revenue and capital needs of the RCM through membership based activity; securing membership giving in the range of up to £10,000 and stewarding those donors; managing the RCM's memberships schemes – Friends, Benefactors and Circles for Excellence as well as Restore a Score.

The successful candidate will have a degree level education or equivalent, and they will be a natural relationship builder with the presence, skill and confidence to network and negotiate effectively at a senior level both within and outside the college.

This is an exciting time to join the Development & Alumni Engagement team as we continue to support the RCM in its educational and artistic mission by endeavouring to maximise fundraising opportunities and grow our engagement with major donors, alumni, Patrons and Friends.

Applications should be in the form of a CV and cover letter or supporting statement addressing the requirements of the job description and person specification. CVs submitted without a cover letter will not be considered. For further details of how to apply see the RCM website at www.rcm.ac.uk

Closing date for receipt of applications is **9am on Thursday 10 December 2015.**

Interviews will be held between **14 – 16 December 2015.**

The Royal College of Music is an equal opportunities employer.

Royal College of Music
DEVELOPMENT & ALUMNI ENGAGEMENT
FRIENDS AND PATRONS OFFICER
JOB DESCRIPTION

Post Title	Friends and Patrons Officer
Grade	6
Responsible to	Head of Regular Giving
Responsible for	n/a
Liases with	<p>Internal: Head of Alumni and Donor Engagement, Director of Development and Alumni Engagement and members of the DAE team, Members of the Directorate and Secretariat, Estates Team/Facilities Staff, Performance Management Team & Britten Theatre Team, RCM Catering Team</p> <p>External: Clients/potential clients/ Potential sponsors, Events Committees, Suppliers</p>

OVERALL PURPOSE OF JOB

The post is responsible for the development of a wide range of individual, corporate and other philanthropic supporters in order to grow their financial support of the RCM.

- To raise income contributing to the on-going revenue and capital needs of the RCM through membership based activity
- To secure membership giving in the range of up to £10,000 and steward those donors
- To manage the RCM's memberships schemes – Friends, Benefactors and *Circles for Excellence* as well as Restore a Score.
- To set and achieve ambitious KPI's with the Head of Regular giving

MAIN DUTIES AND RESPONSIBILITIES

Fundraising

- To identify, develop and manage a portfolio of individual donors capable of making gifts of between £40 and £10,000, and to act as the first point of contact for all existing and prospective individual donors of this type

- Will work with colleagues to ensure that prospective Members/Patrons are identified and that, once converted by the Major Giving (MG) team, they are properly stewarded
- Will ensure the highest retention rate, and administer all activities with donors and prospect
- To benchmark and redevelop membership giving schemes to provide one point of contact and visible point of entry and ladder of giving for Friends, Benefactors and Circles of Excellence
- To manage the administration regular giving schemes including Friends, Benefactors and *Circles for Excellence* including renewals and gift processing
- To ensure smooth delivery of benefits, including relevant mailings, invitations and acknowledgements on the RCM website and in printed material
- To employ initiatives to increase recruitment and retention, and to encourage members to upgrade their support, to make additional donations or to support the College in other ways e.g. through volunteering or legacy giving
- To manage all marketing and promotion of membership programmes, including specific print and coverage in *Upbeat* and other RCM publications and printed material

Administrative

- To work with Patrons Committee and colleagues to organise membership events such as insight talks and pre-performance receptions, to produce literature and booking forms for these events, to undertake marketing activity to promote these events, and to oversee the booking process
- To look after the Patrons Committee, including the organisation of meetings, being their first point of contact and proactively exploiting opportunities they offer
- To review and organise annual Patrons trip based on budget and return on investment
- To work closely with senior volunteers and staff to access their networks of contacts
- Process new members and renewals, including creating and sending our membership packs.
- Answer the telephone and help members and the public with their enquiries following the proper procedure, using Progress to identify the membership records, Finance and Contact History in order to give a comprehensive service

- Help members purchase or exchange tickets by acting as an intermediary between the member and the Box Office
- Oversee Friends & Patrons membership scheme administration including writing and sending letters and bulk emails, for new members, renewals, lapsed
- Assist in the organisation and delivery of Development Events

Other

- To achieve annual income targets as agreed with Head of Regular Giving
- To represent RCM at external events, including relevant networking groups
- To manage interns in the Development team as appropriate

SPECIAL FACTORS

The nature of this role may necessitate some evening and weekend work

PERSON SPECIFICATION

Criteria	Description	Essential/Desirable	How it is to be tested
Qualifications	A relevant university degree or equivalent qualification	E	A/INT
Experience	Experience with fundraising from individuals and face-to-face interaction with donors and supporters	E	A/INT
	Experience of working in arts or Higher Education fundraising	D	A/INT
	Experience of working in a fundraising environment	D	A/INT
	Experience of working in events or marketing	D	A/INT
Knowledge/Skills	Highly developed interpersonal communication, listening and written communication skills, with the ability to communicate at all levels	E	A/INT
	A natural relationship builder with the presence, skill and confidence to network and negotiate effectively at a senior level both within and outside the college	E	A/INT
	Ability to use a sophisticated fundraising database	E	A/INT
	Lateral thinking and an ability to develop creative and appropriate strategies to engage and build relationships with prospective donors	E	A/INT
	Demonstrable organisational and planning skills with a methodical approach and close attention to detail, able to prioritise and manage time well	E	A/INT
	Ability to meet deadlines and financial targets and manage budgets	E	A/INT

	High standard of IT skills (Microsoft Word, Excel, Quark and Raiser's Edge essential)	E	A/INT
Personal Attributes	Commitment to high professional standards and a high level of donor care	E	A/INT
	Willingness and ability to travel and work outside normal office hours, including weekend and evening work	E	A/INT
	A team player who can also work successfully on their own initiative	E	A/INT
	Ability to maintain confidentiality where required	E	A/INT
	An appreciation of the arts and music, with a desire to immerse yourself in the work and culture of the Royal College of Music	E	A/INT
	Committed to Continuing Professional Development (CPD)	E	A/INT

Key:

A=Application, INT=Interview

The duties and responsibilities assigned to the post may be amended by the Director of Development and Alumni Engagement or the Head of Regular Giving within the scope and level of the post.

The College is an Equal Opportunities employer. The College is a non-smoking environment.

Lily Harriss
Director of Development & Alumni Engagement
November 2015

Royal College of Music Friends & Patrons Officer

Further particulars of the post

The College

The Royal College of Music provides specialised musical education and professional training at the highest international level for about 800 full-time students (undergraduate and postgraduate). Because of its worldwide reputation for excellence the College is an international community. Former students of the College hold key roles in music and the arts in all parts of the world - as performers, teachers, composers, conductors and animateurs.

Development & Alumni Engagement

On 15 April 2015, the Royal College of Music (RCM), announced plans to transform its building in the heart of London's South Kensington. This is a key priority of an ambitious campaign, More Music: Reimagining the RCM which will seek support for its estates plans, scholarships and its community outreach.

To achieve the ambitious levels of funding required to turn this vision into a reality, the recently appointed Director of Development and Alumni Engagement has put in place a new team structure and robust development strategy. The aim is to bring Development & Alumni Engagement, at the RCM, to the same world class standard as its teaching. This will be achieved by forming a talented, skilled, motivated and committed fundraising team.

Staff

The College has over two hundred members of professorial (teaching) staff, the majority of whom are busy professionals, who include teaching among the various musical activities that they regularly undertake. Their work, and the work of the College as a whole, is supported by a team of over one hundred administrative staff.

Location

The College benefits from its particular location in South Kensington - one of the most attractive and interesting parts of Central London. The area is well-served by public transport; South Kensington tube station is within ten minutes' walk; several bus routes pass the Royal Albert Hall. Kensington Gardens and the main museums are only a short walk away; Imperial College of Science, Technology & Medicine is next door; the Royal College of Art and the Royal Albert Hall are just across the road. The area, known originally as Albertopolis, emerged as a location for national institutions in the arts and sciences after the Great Exhibition of 1851 largely because of the enthusiasm of Prince Albert. Relationships with neighbouring institutions are friendly and supportive.

The Post

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Availability

The post is available from early 2016.

Remuneration

Grade 6 (£27,331 - £30,249 per annum)

All appointments will normally be made at the bottom of the salary range.

Pension

The Universities Superannuation Scheme (USS) is available for all administrative staff. Full details of the scheme can be found on the USS website: www.uss.co.uk A contracting-out certificate is in force in respect of the scheme and arrangements exist for members to make additional voluntary contributions (AVCs).

Hours of work

Normal office hours at the College are from 9.30am to 5.30pm Monday to Friday. Variations in times and days are implicit in the nature of your appointment, over the course of a 35 hour official working week, and will include an element of evening and weekend work. You are officially entitled to a daily lunch break of one hour.

Paid leave entitlement

Six weeks holiday per annum, plus public holidays.

Season tickets

Interest free season ticket loans are available to cover the cost of a 12 month season ticket between a member of staff's residence and the College. The loan will be repayable by deduction from salary over the period of the duration of the season ticket or on leaving the employment of the College, if earlier.

Smoking policy

The College has a no smoking policy in its offices.

Lily Harriss
Director of Development & Alumni Engagement

November 2015