

philharmonia orchestra

FRIENDS AND ONLINE GIVING MANAGER

JOB DESCRIPTION

REPORTS TO Head of Individual Giving

HEAD OF DEPARTMENT Development Director

SUMMARY OF ROLE

The Friends and Online Giving Manager will manage the strategic development of the Friends of the Philharmonia, identifying opportunities to increase membership and income from the scheme. The post-holder will also manage the Friends Committees, the annual programme of events and deliver the legacy giving strategy. In addition, the Friends and Online Giving Manager will manage the exploitation of the Orchestra's Tessitura database to increase income from the Friends of the Philharmonia, and to develop opportunities for increasing income raised online.

ROLE AND RESPONSIBILITIES

Strategy

- Leading on an ongoing project to optimise the Friends of the Philharmonia by generating income, maximising engagement and attracting members from across the Philharmonia's audience
- Taking responsibility for the strategic development of the Friends of the Philharmonia, principally in London, Leicester and Bedford and more widely across the UK
- Evaluating the current membership's potential for growth (in terms of numbers of members and each individual level of membership) and acting upon that evaluation in conjunction with the Head of Individual Giving

Friends of the Philharmonia Orchestra

- Managing the Friends of the Philharmonia membership scheme
- Overseeing the Individual Giving Coordinator's day-to-day running of the Friends of the Philharmonia, including communication with members, membership renewals, acknowledgements, and ensuring financial records are kept fully up to date
- Leading on the annual Friends newsletter *A Year in Review*, liaising with colleagues across the organisation to produce a compelling publication to be sent out each summer

- Liaising closely with the Marketing and Digital teams to promote the scheme effectively on the Philharmonia website, and to devise ways of developing online membership and incentives to drive members to the website
- Creating and managing fundraising appeals from the Friends of the Philharmonia to generate additional income
- Managing a portfolio of Friends and Principal Friends providing donor care and stewardship and building relationships with each member of the portfolio to encourage retention and increased giving to the Orchestra
- Identifying ways in which to re-engage lapsed supporters

Prospecting

- Creating initiatives with the help of the Individual Giving Coordinator to identify opportunities for recruiting subscribers and regular audience members to the Friends scheme
- Working with the Head of Individual Giving to identify potential new high-level donors (£1,350 per annum) from within the Friends scheme, subscribers and through introductions from committee members and existing supporters

Committees

- Acting as first point of contact for and building relationships with the Friends Committee Chairs, and committee members in London, Bedford, and Leicester
- Agreeing with each Chair and committee the annual events programme in each residency; keeping committee members informed of developments

Events

- Devising the annual Friends events programme, liaising with the relevant committees as appropriate, and working with the Individual Giving Coordinator on the detailed planning and delivery of the events programme, looking for opportunities to work with diverse artists and to involve members from protected characteristic groups wherever possible
- Working with the Individual Giving Coordinator on trips in the UK or abroad for Friends of the Philharmonia to see the Orchestra perform
- Identifying opportunities for unique Friends events at special venues such as the Royal Academy of Arts, V&A museum, and The Tower of London

CRM and Data Management

- Acting as the joint Development Department representative at Southbank Centre Tessitura Consortium meetings and the internal CRM, Data and Systems working group in collaboration with the Head of Individual Giving, championing the interests of the Department in system updates and developments
- Exploiting Tessitura (the fundraising and box office database) to grow the Friends of the Philharmonia using audience ticketing data to target membership messaging, working with the Marketing Department as appropriate
- Analysing data for existing Friends to enhance understanding of members' behaviour; using this to build a cultivation programme to build relationships and move Friends up the giving ladder
- Managing the reporting and analysis of income received through individual giving via Tessitura and using these reports to plan recruitment campaigns

- Working with the Development and Marketing Departments to ensure that the use of Tessitura and other systems is compliant with applicable data protection regulations and internal policies

Legacies

- Managing and delivering a strategy for promoting opportunities for legacy giving at the Philharmonia for audience members, Friends and Donors (in close collaboration with the Head of Individual Giving)
- Ensuring all known legacies are kept up-to-date on Tessitura
- Keeping up-to-date with any new laws related to legacy giving

Online Giving

- Developing and implementing a strategy for Online Giving to secure one-off and regular online donations from ticket bookers via the Philharmonia website and other online channels as appropriate
- Overseeing the annual fund campaign, in conjunction with the Marketing Department and Head of Individual Giving
- Seeking further opportunities to develop online income streams, both through the Philharmonia website and third parties

Finance

- Agreeing annually with the Development Director the targets for the Friends of the Philharmonia, appeals and associated events
- Responsible for the preparation of budgets and financial records relating to the Friends and liaison with the Finance Department for Direct Debits
- Keeping up-to-date with Gift Aid regulations

Working relationships

- Working closely with and delegating work to the Individual Giving Coordinator (line-managed by the Head of Individual Giving) who oversees the Friends renewals, event programme and general administration for the Friends of the Philharmonia scheme

General

- Representing the Philharmonia Orchestra at concerts and events in London and elsewhere, as required
- Ensuring accurate data entry onto the fundraising database (in conjunction with all other members of the Department)
- Ensuring that day to day activities embrace environmental sustainability and wherever possible making choices that reduce the impact upon the environment by minimising waste, maximising recycling, saving energy and reducing the Development department's carbon footprint.
- Undertaking such other duties as may reasonably be required by the Company

PERSON SPECIFICATION

Experience and knowledge

Essential

- Minimum of two years' fundraising experience
- Experience of similar membership schemes and of the planning and delivery of events
- Experience of effectively using Fundraising/Relationship Databases to manage Friends/Members
- Knowledge of the arts sector

Highly desirable

- Experience of using Tessitura
- Appreciation for and knowledge of classical music

Skills and abilities

- Excellent communication skills with the ability to communicate convincingly to a diverse range of people in writing and in person
- Excellent interpersonal skills and ability to build long-term and positive relationships internally within the Philharmonia Orchestra and externally with existing and prospective individual supporters
- Ability to think creatively in relation to the Friends of the Philharmonia and opportunities to promote supporting the Orchestra across the different levels of giving
- Excellent organisational skills with the ability to plan ahead and prioritise workload and to set short and medium term objectives
- Pro-active, capable of working on own initiative
- Ability to work successfully within a team
- Willingness to attend Philharmonia Orchestra concerts and other evening and weekend events
- Willingness to travel within the UK, and occasionally overseas if required

ADDITIONAL INFORMATION

- Salary: in range £24,000 - £27,000 per annum, depending on experience
- Hours: 9.30 – 17.30, Monday – Friday (35 hours per week), plus evening and weekend work as required
- Annual Leave: 33 days per annum, inclusive of public and Bank holidays
- Pension: the Company has a pension scheme into which you will automatically be enrolled (subject to the provisions of auto-enrolment legislation) upon completion of a 3-month qualifying period, and into which the Company will pay 6% of salary

APPLICATION PROCEDURE

To apply, please email your CV and covering letter to Sarah Atkinson, Head of Individual Giving: sarah.atkinson@philharmonia.co.uk

Please also complete our Equality and Diversity questionnaire and return it with your application. The questionnaire can be found on our website:

<https://www.philharmonia.co.uk/vacancies>

Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission).

Deadline for applications: **12.00 noon on Friday 22 March 2019**

First-round interviews will be held on **Wednesday 27 and Thursday 28 March 2019**

If you have not heard from us by close of business on Tuesday 26 March, unfortunately your application has not been successful.

The Philharmonia Orchestra is committed to equal opportunities. We are working to achieve diversity and welcome applications from all sections of the community.