

# DEVELOPMENT DIRECTOR





## SOUTHBANK SINFONIA

Classical music needs brilliant young advocates to communicate its power and worth in the 21st century. Each year, the orchestra welcomes 33 of the world's most promising graduate musicians to embark on its renowned fellowship. More than just an orchestra, this is a community where young talents can find their own creative strengths, fulfil personal goals, make lasting contacts, and take their musicianship to new frontiers.

From Baroque to contemporary and opera to jazz, our musicians tackle a wide range of musical styles as part of an intensive nine month programme. As they plunge into many works for the first time, their appetite is strongly felt by audiences who themselves want to delve deeper into orchestral music. Integral to the programme are the orchestra's creative partnerships with leading arts organisations including the Royal Opera, National Theatre, Academy of St Martin in the Fields, and acclaimed artists such as Patrons Vladimir Ashkenazy and Edward Gardner.

Players who have completed the fellowship now occupy prominent seats in leading orchestras worldwide. From the Philharmonia to the Hong Kong Philharmonic, each proudly acknowledges the positive impact that Southbank Sinfonia has made upon their progress. Many continue to play a valued role in the life of Southbank Sinfonia, returning as paid deputies and extras enabling us take on ambitious large-scale ventures, and coaching their successors.

Southbank Sinfonia celebrates how intrepid, young players can have a uniquely important voice in the sector, challenging and refreshing traditions. This is powerfully evident in our new #ConcertLab initiative, central to our completely free Rush Hour Concerts at our base St John's Waterloo, and in recent collaborations with Nonclassical, iTunes, Sadler's Wells and the RSC, and in our hit production of *Amadeus* at the National Theatre, broadcast live to cinemas worldwide. In recognition of such achievements, the orchestra was nominated for the 2017 Royal Philharmonic Society Ensemble Award.

Since our launch in 2002, we are proud to have generated well over £5 million that has gone directly into young musicians' pockets, transforming their livelihood through the bursaries granted to all those on the fellowship and full fees provided in all consequent opportunities. Few other institutions worldwide give young artists such a footing. In the current economic climate, this makes Southbank Sinfonia a great British success story of which the nation may feel rightly proud.

The orchestra has prospered to this day without call upon public funding, relying instead upon on the financial support of many individual donors, trusts and foundations, and corporate supporters who believe in the potential of its young musicians. Those who support Southbank Sinfonia enjoy a special rapport with the orchestra thanks to the quality of personal stewardship that has been integral to the organisation since it began. Alongside this, we are proud to have established a multi-year agreement with our Principal Partner, EFG Bank, enriching much of what the orchestra can do. In this, our 15th birthday year, the orchestra has also launched a sister charity, the Southbank Sinfonia Foundation where, alongside our annual fundraising endeavours, we may grow an endowment that helps fortify the orchestra's longterm stability and fund exciting new aspirations in the years ahead.

[southbanksinfonia.co.uk](http://southbanksinfonia.co.uk)

## ROLE OVERVIEW

A senior role playing a key part in the strategic direction of the orchestra, the **Development Director** heads a small team responsible for raising funds from individual donors, corporate supporters, trusts and foundations. Sharing Southbank Sinfonia's story, its news, activities and its worth with existing and potential supporters, the team sets out to raise around £700,000 each year to generate the funds needed to fulfil the orchestra's artistic activities.

Following its 15th birthday celebrations, the tremendous success of *Amadeus*, and our Royal Philharmonic Society Award nomination, the organisation is in great shape. As we embark on an ambitious new Business Plan, we aim to welcome even more people to join our supporters, to help ensure a secure and fruitful future. As part of our senior management team, the Development Director will work closely with the Managing Director, Trustees and other colleagues to capitalise on current momentum, taking responsibility for the fundraising strategy that will enable the orchestra to realise bold aspirations in the years to come.

Since its launch, Southbank Sinfonia has always been proud of the truly personal touch that distinguishes all its fundraising activity. Supporters cherish what the orchestra offers them, they deeply recognise its transformative impact and love following its young musicians' progress. Many describe the orchestra as family. In appointing a new Development Director, we are looking for someone not only with a strong track-record of fundraising, but who loves its creative possibilities and relishes shaping meaningful, individual associations for people to draw genuine worth from being close to a unique musical entity like ours.

The Development Director will be skilled in strategically seeking and securing new relationships whilst providing excellent stewardship and nurturing current supporters towards greater levels of engagement with the orchestra. Naturally, the role requires a vibrant understanding of what makes an orchestra like Southbank Sinfonia vital in Britain's musical ecology, and the ability to communicate this effectively to a range of new and existing stakeholders.

## KEY RESPONSIBILITIES

### Strategic

- Directing all Southbank Sinfonia's fundraising activity to meet agreed annual income targets and enhance long-term stability.
- Contributing to the overall strategy, direction and success of Southbank Sinfonia as part of its senior management; devising and delivering a multi-year strategy for fundraising in close collaboration with the Managing Director, Music Director, Trustees and Development team, complementing the organisation's Business Plan - this involves raising the profile of the newly established Southbank Sinfonia Foundation as a repository for major gifts and legacies to safeguard and enrich the orchestra's future.
- Producing regular reports and analysis relating to fundraising activities; attending and presenting at Trustee meetings; cultivating fundraising relationships with Trustees in terms of their own giving and their ability to facilitate new fundraising relationships for the orchestra.
- Establishing a new Development Committee comprising some of our most devoted supporters who together may help us widen our network and connect with new individual and corporate supporters.

### Individual Giving

- Providing exceptional stewardship for all individual supporters, especially major donors, proactively involving all colleagues, trustees and players in this; establishing ways for Southbank Sinfonia to further its distinctive personal approach to cultivation with a view to raising our Individual Giving

target; maintaining a 'prospects pipeline' so the organisation always has a plan of action for engaging new supporters

- Instigating and overseeing our annual range of initiatives for cultivation of prospects and development of current supporters, including:
  - Appeals
  - Cultivation events for new prospects
  - Special events and receptions for existing supporters
  - Syndicates such as the current Guernsey Bursary Award group
  - Hospitality at the Anghiari Festival which the orchestra presents annually in Tuscany and other international engagements
- Overseeing Legacy Giving, devising ways to keep it in the minds of supporters; sensitively handling enquiries and ensuring excellent stewardship for legacy pledgers.

### **Corporate Giving, Trusts and other sources**

- Providing personal stewardship for corporate supporters including our Principal Partner; identifying and cultivating new corporate prospects with the Development Committee and Trustees; ensuring the Development team delivers all agreed benefits.
- Supporting the Trusts & Foundations Manager in identifying a wide range of sources of funding, working proactively with the Managing Director from an early stage to ensure that the Trusts & Foundations Manager is aware of developing projects and opportunities for applications.
- Strategically addressing with the Managing Director other sources of potential funding, including the pursuit of public funding opportunities for discrete projects or collaborations.

### **Organisational**

- Line-managing the Development team, ensuring they are motivated and making good progress; convening regular team meetings, monthly forum with other colleagues, and annual team appraisals to set objectives and action plans
- Overseeing all development finances and reports; managing expenditure resourcefully; working closely with the Development Manager and Finance Director to reconcile the team's book-keeping with the Management Accounts.
- Maintaining overview and quality control of our supporter database Donor Strategy; ensuring all systems are compliant with charity legislation.
- Working with the Communications Director to ensure the fundraising mission is well communicated in all the organisation's outputs.
- Keeping pace with emerging developments in charitable giving at large, including recommended best practice, charity legislation, GDPR and new funding opportunities which may be suited to the orchestra's upcoming ventures.
- Acting as a senior spokesperson and advocate for Southbank Sinfonia, promoting and explaining the charity's role and activities, regularly attending performances and external events.
- Supporting and helping players to understand the importance of fundraising at Southbank Sinfonia and how they may play a vital role in this; occasionally advising them on how to fundraise themselves
- Assuming other tasks within the scope and responsibility of the role as required from time-to-time by the Managing Director.

## PERSON SPECIFICATION

Everyone who works for Southbank Sinfonia has genuine passion for what this unique orchestra does to change young musicians' lives. In our new Development Director, we are looking for this kind of zeal matched with exceptional experience in fundraising. You will have successfully raised substantial funds for at least one other classical music or arts organisation, and be able to demonstrate how – in any such roles – you strategically met and raised targets, and expanded the organisation's fundraising capability.

You may already be a Development Director looking to apply your skills to a fresh, thriving organisation achieving significant profile for its range of work. Equally, you may have held a middle management position in Development and, in light of considerable achievements, now feel ready to fulfil your first Development Director role.

While a position like this requires great commitment and is consequently advertised as full-time, we are open to exceptional applications from anyone who has held a directorial role and may now be looking to reduce their hours slightly or possibly returning to work after a career break, in which case we would consider them fulfilling the role on a 0.8 part-time basis.

Southbank Sinfonia exists to invest fresh energy, talent and imagination into classical music. You should possess these qualities yourself and be able to make a great case for why an orchestra like this truly matters today.

The following attributes are essential:

- Excellent track-record in fundraising, optimally for a classical music or arts organisation, particularly in cultivating high net worth individual supporters.
- Proven strategic experience, optimally having devised and fulfilled a multi-year fundraising strategy in which targets have been raised and successfully met.
- Ability to communicate eloquently and endearingly, both verbally and in writing.
- Outstanding organisational skills, proven ability to prioritise, and meticulous attention to detail.
- Experience of managing others, and motivating them to excel.
- High numeracy with proven experience in accurate financial record-keeping.
- Current knowledge of matters of compliance and issues facing charity fundraisers; experience of database software and its use in fundraising.
- Genuine appetite for orchestral music and ability to articulate its contemporary worth; understanding and enthusiasm for what Southbank Sinfonia aims to achieve both for young musicians and the orchestral sector.

The following attributes are desirable:

- Direct experience or significant insight in corporate fundraising and trust/foundation fundraising
- Education to degree level or equivalent

## TERMS OF EMPLOYMENT

The role of Development Director is full-time (though please see the note above for how we may consider certain applicants looking to work 0.8 part-time). Regular hours of work are Monday to Friday, 9.30am – 6.00pm although Southbank Sinfonia has frequent concerts so there are some evening and weekend commitments.

Southbank Sinfonia's base and offices are at St John's Waterloo, Waterloo Road, London, SE1 8TY, but the role necessitates attending concerts and events across London and sometimes further afield.

Annual leave is 25 days plus statutory bank holidays.

Salary: according to experience.

## HOW TO APPLY

**The closing date for applications is 17:00 on Monday 27 November 2017.**

To apply, you should email the following to Jan Bonar, Finance Director, [jan@southbanksinfonia.co.uk](mailto:jan@southbanksinfonia.co.uk) by the closing date:

- a covering letter detailing your interest and suitability for this role
- an up-to-date CV of no more than two pages outlining your relevant experience

Please note that late or incomplete applications cannot be accepted.

First-round interviews for shortlisted candidates will be held on Friday 1 December, with a second round for final candidates the following week.

We hope you have found the job brief for this role informative and inspiring. If you are interested in applying and would like to find out more first, or have any questions, or would appreciate discussing salary expectations, you are warmly welcome to contact James Murphy, Managing Director, for an informal chat on 020 7921 0373.

Thank you for your interest in the role.