



## **ONE DANCE UK Head of Membership and Business Development**

Thank you for your interest in the post of Head of Membership and Business Development with One Dance UK. It is an exciting time to be joining our team. One Dance UK is the sector support organisation for dance, leading the way to a stronger, more vibrant and more diverse dance sector. We support and advocate, enhance and raise the profile of dance in the UK. Our aim is to provide information, resources and opportunities for a workforce that is well-equipped to secure dance's prominence in the cultural landscape of the future.

We are seeking to appoint a Head of Membership and Business Development to join our Senior Management Team who will lead on income generation across our organisation.

We must strengthen our existing partnerships and reach new prospects and potential sponsors. We would welcome your skills and knowledge to create the strategy and environment to enable this to happen. We are a small team with a wide remit and far reaching ambitions. This is an opportunity for a creative individual to join us and help us to realise these ambitions.

### **One Dance UK**

One Dance UK is the national support organisation for dance. We are part of Arts Council England's National Portfolio as the only Sector Support Organisation specifically focusing on dance. We are also the Subject Association for dance in schools. We advocate for and champion the value of dance as a vibrant and diverse artform across a multitude of sectors including education, health, physical activity and as a cultural form of expression.

We create opportunities through pioneering advancements in dancers' health and lead on national programmes to develop and champion young people's dance. We provide information, resources and opportunities to support those who work in dance, working with dance organisations and dance professionals.

### **Overview of the role**

The Head of Membership and Business Development is a key strategic role within the Senior Management Team, taking the lead in maximising the income and benefits of partner relationships, organisation and individual members' development and Trusts and Foundations. One Dance UK has streamlined packages for sponsorship and advertising and is seeking to grow these through deepened contacts with current supporting organisations and developing a wider network of corporate support for its events and services.

One Dance UK is a membership organisation and building the membership to be a unified voice for dance is strategic to its purpose and financial resilience. The post-holder will make best use of One Dance UK's annual conference, awards, networking events and membership database to implement ambitious plans for corporate, individuals, membership and Trust and Foundations revenues and will line manage a Membership Manager, Sponsorship and Advertising Manager and a freelance consultant for Trust and Foundation applications.

The post-holder will have substantial experience in corporate development, with the ability and experience to develop and present a business case for ideas and strategies for future growth.

## **How to apply?**

Please apply using the application form (downloadable from the One Dance UK website [www.onedanceuk.org](http://www.onedanceuk.org) . Completed applications forms should be sent to [christopher.rodriguez@onedanceuk.org](mailto:christopher.rodriguez@onedanceuk.org) by 10am on Friday 10 May 2019. We expect that interviews will take place w/c 20 May 2019.

## **JOB DESCRIPTION**

### **Responsible to:**

Deputy Chief Executive and Finance Director

### **Responsible for:**

Sponsorship and Advertising Manager, Membership Manager and freelance consultant for Trusts & Foundations development

**Key relationships (Internal):** Head of Marketing and Communications, other Senior Management Team, Project Manager and Events Manager

**Key relationships (External):** Sponsors, Trusts & Foundations, Key advertisers, venue personnel for events, Organisation Members

### **Place of work:**

Normal place of work will be One Dance UK's office located in Birmingham Hippodrome's Building, Thorp Street, Birmingham, B5 4TB. Occasional travel to venue locations throughout the UK will also be required. Authorised travel costs will be paid for by One Dance UK.

### **Hours of work:**

The equivalent of five days (35 hours) per week, usually 9.30am to 5.30pm (includes an unpaid one-hour break each working day). Some evening and weekend work may be required. No overtime is paid but time off in lieu may be taken. One Dance UK can be flexible with working days and hours, depending on the needs of the office and the small team of staff.

### **Holiday entitlement:**

The holiday year runs from April to March. Annual entitlement is 25 working days per year plus public holidays. For staff beginning or concluding their employment during the year, holiday entitlement is calculated on a pro rata basis.

### **Probationary periods and notice periods:**

The probationary period for this post is 3 months, during which time either the employee or One Dance UK may terminate the employment subject to one week's notice. The probationary period may be extended for up to a month. Upon successful completion of the probationary period, the notice period is 3 months.

### **Conditions of Employment:**

This position is a permanent role. One Dance UK will pay a salary between £35,000 – £40,000 as well as covering pre-agreed essential travel expenses to attend meetings.

## **Benefits**

After 3 months service, individuals have access to the People's Pension scheme – employer 3% / employee 5% contributions of gross salary.

## **PURPOSE OF THE ROLE**

This role is fundamental to the management and development of our existing and prospective corporate relationships, with a focus on managing new business in order to increase the corporate portfolio and prospect pipeline, as well as increasing the membership. A key element of this role is working with the Marketing and Communications team to develop and deliver sponsorship agreements which will allow new ways in which our partners can engage with and support One Dance UK. The post-holder is responsible for delivering the One Dance UK Awards, one of the annual flagship programmes.

## **Main Duties and Responsibilities**

### **Strategy**

- In consultation with the Executive and SMT, develop and implement multi-year sponsorship and membership strategies to deliver an increase in income and support the strategic objectives of One Dance UK.
- Undertake and advise on negotiations with clients, oversee contracts, ensure delivery of benefits.
- Ensure the membership offer is relevant and in line with market demand to reflect the needs of the dance industry.
- Lead on corporate fundraising campaign planning and the long-term corporate fundraising strategy to support membership and sponsorship.

### **New Business and Stakeholder Engagement**

- Lead on the research and prospecting of new corporate relationships for One Dance UK.
- Develop persuasive proposals, devising innovative benefits that are deliverable for all stakeholders, especially to support the flagship programmes; U.Dance, the annual conference and the Awards
- Work collaboratively with colleagues to achieve goals and create new benefits and engagement opportunities for members and sponsors.
- Work with the board to expand the network of prospective supporters
- Represent One Dance UK at various forums and networking events, presenting high professional standards

### **Industry and Awards**

- Oversee and direct the Awards programme, liaising with Marketing, Project Manager and Events Manager
- Responsible for generating the commercial income to run the Awards and entertain sponsors at the event
- Keep up to date and knowledgeable about developments and trends in the dance industry and creative industries in general

### **Management**

- To negotiate and prepare contracts for all corporate and sponsor relationships
- Ensure the efficient administration and management of the sponsorship and membership team, (including data management, income records and reconciliation, ethical sponsorship policy)
- Lead and motivate the sponsorship, advertising and membership team to achieve ambitious targets
- Manage the team and develop their skills to deliver high performance

### **Finance**

- Manage and report against income and expenditure budgets

After 12 months in the post, you will have;

- Developed, communicated and implemented a strategy to enhance relationships with sponsors and increased the pool of prospective sponsors to grow income.
- Developed a year-round stewardship plan to ensure ongoing delivery of contracts and sponsorship commitments, including the Awards preparation and follow up.
- Developed a membership strategy in collaboration with colleagues and the Membership Manager, as well as in consultation with the members
- Built effective internal relationships with colleagues and established respect and credibility at all levels both internally and externally.

## **PERSON SPECIFICATION**

The successful candidate will have experience in corporate fundraising, securing new business and account managing partner relationships. You will be a creative thinker with excellent communication and proposal writing skills and an ability to prioritise and work well under pressure.

You will be self-motivated and have a proactive approach to work, confident at building relationships with senior stakeholders and capable of turning complex ideas into inspirational funding proposals.

- Knowledge and experience of fundraising and sponsorship within the creative industries, education and wider charitable sectors
- Demonstrable track record of securing new business and an understanding of the motivations, needs and operating models of the corporate sector
- Significant experience in cultivating and stewarding corporate relationships
- Excellent presentation skills, with ability to adapt style and message as appropriate
- Ability to build relationships with a wide range of people, including at a senior level
- Work collaboratively across the organisation to gain the consensus needed from different departments to achieve objectives
- Strong organisational and management capabilities

### **Qualifications**

- Educated to degree level or equivalent professional qualification or experience
- Evidence of further study or relevant professional training and ongoing professional development

### **Experience**

- A proven record of working to and achieving agreed targets and outcomes
- Experience of writing high-value proposals and sponsorship packages
- Able to demonstrate a track record of securing gifts from individuals, trusts and companies
- Experience of managing a portfolio and relationships with multiple stakeholders
- Experience of managing a team
- Experience of managing projects, including setting and monitoring targets and budgets
- Experience of developing and implementing fundraising strategic plans

### **Essential**

- Proven experience of partner prospecting and recruitment using a variety of methods and communication channels, including cold approaches
- Excellent track record of stewardship and delivery of partner benefits
- Ability to work effectively within a small team and under own initiative.

### **Desirable**

- Knowledge of the dance sector and the creative industries.
- An understanding of the scope and purpose of CRM databases - One Dance UK uses ThankQ
- Knowledge of the legislative framework in connection with donations and data – taxation legislation, fundraising regulation, General Data Protection Regulation (GDPR).

**Other requirements**

- Willing to travel occasionally and if needed stay away from home.
- Willing to work flexibly and occasional unsocial hours (with good notice).
- Active commitment to Equal Opportunities.