



**Amazing orchestra, amazing people**

Senior Philanthropy Officer  
Job Application Pack  
December 2023

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## Welcome

Thank you for your interest in Bournemouth Symphony Orchestra (BSO) and the role of Senior Philanthropy Officer. The BSO has a great fundraising story to tell, and there is so much that we can and want to achieve.

There has never been a more exciting time to join one of the most pioneering orchestras in the UK. The BSO's 2023/24 concert season marks our Chief Conductor Kirill Karabits' final Season at the helm – an unusually long-lasting and uniquely successful artistic collaboration that concertgoers, supporters and critics have enjoyed for 15 triumphant years. The end of Kirill's tenure is certainly a landmark moment, and as we embark on this new chapter and look to appoint a successor who will build on his outstanding artistic leadership, there is a clear opportunity to cement and grow the support of our philanthropic community.

The BSO has clearly demonstrated over many years what makes it so special, innovative and valued. This was hardly more obvious than during the Covid-19 pandemic and the long months of lockdown, when, as most venues and orchestras were silent, the BSO's creativity and entrepreneurial flair enabled us to adapt from touring orchestra to global broadcaster in just a matter of months. We became the first UK orchestra to launch a livestreamed Season and continue to air the majority of our concerts for audiences who aren't able to join us in the concert hall.

We also work hard away from the bright lights of the stage, creating resources and delivering inspirational workshops to help keep music alive in schools, reaching out to care homes and people living with dementia through engaging digital content and bespoke concerts, and bringing the joy of live music to the most isolated communities in the South West. As a custodian of this amazing cultural beacon, I feel immense pride for what the whole team has achieved over the past several years, and in their enthusiasm to continue to drive forwards.

Without question, philanthropic support from charitable trusts and foundations, companies, and, of course, individuals, has been, and will continue to be, key to our success. Far from simply allowing the BSO to survive, our loyal supporters ensure we can thrive; their backing means we can take bold decisions and plan confidently for the future.

So, if you are looking to join a really valued Development team in one of the most ambitious, creative, and well-regarded orchestras in the UK, look no further.



**Dougie Scarfe OBE DL**  
Chief Executive

## About Bournemouth Symphony Orchestra

Described by Arts Council England as “the cultural heartbeat of the South West”, the BSO is one of the UK’s best-loved and most pioneering orchestras.

Under the baton of Chief Conductor Kirill Karabits, our concert season is packed with extraordinary repertoire and world-class artists. We perform across the whole of the South West, with concert series in Poole, Exeter, Portsmouth and Bristol, visits to concert halls as far flung as London and Truro, and small-scale chamber concerts in the heart of rural communities. Our sector-leading livestreams, introduced by star presenters from Radio 3 and Classic FM, continue to reach audiences far and wide, including people at risk of loneliness and marginalisation.

We believe that music has the power to transform lives and strive to make our sector more diverse and inclusive. Thanks to the leadership of Chief Executive Dougie Scarfe, this is truly a part of the BSO’s DNA and mindset. Dougie’s commitment to championing inclusion and innovation in classical music was acknowledged with the industry accolade ‘Orchestra Manager of the Year’ at the Association of British Orchestras 2023 Classical Music Awards, and he was also awarded an OBE for his services to the arts in the King’s inaugural birthday honours list.

Key projects include:

- A vibrant programme for young learners, including rip-roaring Schools’ Concerts that reach 10,000 primary schoolchildren in person and tens of thousands more online each year.
- Career springboards for talented aspiring musicians of all abilities, conductors and outreach leaders.
- Residencies that take the thrill of live music to remote or under-served communities, e.g. in Yeovil and Cornwall.
- Music to boost health and wellbeing e.g. dementia-friendly Cake Concerts, music in hospitals and care homes, and to support people facing addiction and mental health challenges.

As a registered charity, the BSO relies on income from a wide range of sources to deliver its work. We’re proud to be generously supported by Arts Council England and one of the most loyal audiences of all UK orchestras.

## **The BSO Development team**

The BSO's close-knit, seven-strong Development team raises over £1.3m each year from corporate sponsorship, trusts and foundations, gifts in Wills, a thriving membership scheme and a well-established major gift programme. The High-Level Giving team looks after nearly 150 Patrons, Performance Champions and Chair Sponsors, who generate more than £400,000 each year.

This gives the Senior Philanthropy Officer (SPO) plenty of creative freedom and the responsibility for stewarding and growing our vibrant community of Performance Champions. Last year, the number of Performance Champions increased by 35%, and income by nearly 45%, and we have ambitious plans for this key group. With over 1,000 lower-level supporters (Members) and an audience base of close to 100,000, there is a real opportunity to cultivate new supporters and grow the Performance Champion portfolio, especially in our concert hubs outside Poole. Concerts and events provide vital touch-points throughout the year, making it so much easier to build strong relationships with donors.

The SPO will use an established, clearly defined benefits and stewardship structure, take ownership of the Big Give Christmas Challenge, and create tailored stewardship and cultivation plans to secure new and uplifted gifts, while also continuing to steward existing supporters. Putting their writing and communication skills to full use, the SPO will have the opportunity to guide donors through their journey from prospect to philanthropist.



## Job Description

### Senior Philanthropy Officer

Reports to:	Development Manager (Philanthropy)
Responsible for:	N/A
Location:	Poole (hybrid working available)
Nature of contract:	Full Time
Salary:	£30,000 - £35,000

#### Main Purpose of the Job

To support the Development Manager in rolling out the BSO's thriving individual-giving programme, ensuring that fundraising targets are met and income from individual donors is maximised. In particular, the post holder will be responsible for looking after and growing the buoyant Performance Champion portfolio.

#### Responsibilities

*In all areas, the post-holder will be mentored and supported as needed by the Development Manager.*

1. Supporter development and stewardship
  - Manage the Performance Champion portfolio (gifts of £1,000-£2,499), and seek opportunities to upgrade support where appropriate. There is the option to retain stewardship of any Performance Champions upgraded to Patron (gifts of £2,500+).
  - Manage the Chair Sponsor portfolio (gifts of £550-£999) – a small, historic giving scheme now closed to new supporters – encouraging increased gifts where appropriate.
  - Create and deliver tailored stewardship plans, building strong donor relationships through activities such as meetings, updates and impact reports, events, phone calls, emails, and personalised letters.
  - During the Season (October to mid-May), make use of concert nights to build and strengthen relationships with supporters.
  - Find out more about individual Performance Champions and what motivates them, using this knowledge to plan effective proposals and asks for support.
  - Manage the BSO's annual Big Give campaign, coordinating gifts from all supporter groups and seeking to increase the percentage of new income each year.
  - Work with the Development, Marketing and Communications teams, and CEO, to ensure that donors are appropriately thanked and acknowledged.
2. Prospecting
  - Working with the Membership team, and interrogating our Spektrix database, devise a strategy to recruit new Performance Champions in Poole, and around other concert venues or residencies; this might be through mailings, a special appeal or event, or one-to-one communication.
  - Working with the DM and Development Officer (DO), conduct wider research into potential supporters, following up on leads as required.

3. Communications

- Plan a calendar of communications and stewardship for Performance Champions, keeping them close to the BSO's work.
- Contribute ideas and copy for donor communications (e.g., putting forward content and agreeing copy for a monthly e-newsletter).
- Work closely with colleagues across the BSO to gather information to support production of funding proposals and reports.

4. Events and key meetings

- Work with the DM to devise a series of events for the Performance Champion community, ensuring an equitable spread of engagement opportunities across the concert season.
- Think creatively about Development's events and play an active part in regular brainstorming to make them even more creative, interesting, and successful.
- Be responsible for the Performance Champion event experience: identify those events which are most of interest to the supporter community, and create fresh ideas that focus on these areas.
- Liaise with the DO to hone the event experiences on offer for Performance Champions on an event-by-event basis, creating an event plan and vision, and signing off invitations, room bookings, briefings, and other materials as appropriate.
- Attend an agreed number of Development events, following up leads and opportunities as required.

5. Administration and financial management

- Maintain accurate records of correspondence from individuals on the department's database (Spektrix), including donations, meeting reports, and stewardship actions.
- Work with the Finance team to ensure that accurate records of income, Gift Aid and expenditure for Performance Champions and Chair Sponsors are maintained, including details of any restricted gifts.
- Oversee the DO in reconciling monthly income reports.

6. Teamwork

- Liaise with colleagues in the Development team and other BSO departments to gain inspirational content for the creation of proposals and communications that match the motivations and interests of donors.
- Incorporate legacy messaging into donor cultivation and stewardship plans, notifying the Development Manager (Membership and Legacies) about new legacy prospects and pledgers.
- Work closely with the Development Manager (Corporate) to ensure sponsorship commitments that intersect with the high-level giving programme are delivered.

This job description is not all encompassing. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

## Person Specification

Experience of fundraising or equivalent relationship development and track-record of securing support

**Essential**

Understanding of donor motivations for giving and passion for providing excellent supporter care

**Essential**

Strong team player who is committed to delivering high-quality work at all times

**Essential**

Strong communication (both written and oral) and excellent inter-personal skills

**Essential**

Excellent organisational skills, ability to juggle priorities and meet deadlines

**Essential**

Attention to detail and ability to interpret and present data

**Essential**

Keenness to develop skills and experience in relationship and events management, writing, marketing and communications, research and data analysis

**Essential**

High level of computer-literacy and experience of working with, or a willingness to learn, database applications (e.g. Spektrix)

**Essential**

Ability to drive with a full driving licence or commitment to learn

**Essential**

Willingness to travel to Portsmouth, Exeter and Bristol and other parts of the region as occasionally required

**Essential**

Education to degree level or equivalent

**Desirable**

Knowledge and appreciation of classical music

**Desirable**



## The benefits of working for the BSO

The BSO is a great place to work.

We're one of the friendliest and most dedicated teams you're likely to encounter; we're passionate about music and how it can change lives for the better. We work hard to create a culture where everyone has the opportunity to contribute and feel valued.

We will invest in your learning, personal development and career progression with a range of in-house and external training opportunities.

We also offer the following package of employee benefits:

- 22 days annual leave plus bank holidays
- A further quota of discretionary leave between Christmas and New Year.
- Time off in lieu for any occasional weekend work, and if returning late from events during the normal working week
- Free eye test and contribution to glasses if required
- BUPA Wellbeing Health Expenses (Level 2) cash-back scheme, which offers a range of health and wellbeing treatments e.g., dental bills, physiotherapy, chiropractic treatment
- The BUPA Plan also includes the BUPA Anytime HealthLine giving support on specialist areas such as finance and legal advice, along with online CBT and face-to face-counselling
- Support in maintaining positive mental health with access to mental health first aiders and a confidential support helpline
- Personal Pension (with option of salary sacrifice) with an employer contribution of up to 5%
- Generous life insurance, providing life cover of three times annual salary
- Complimentary tickets to BSO concerts and theatre/cinema shows at Lighthouse, Poole's Centre for the Arts
- Free car parking permit for staff
- Access to a company car for donor meetings and events