



Amazing orchestra, amazing people

Corporate Partnerships Manager
Job Application Pack
December 2023

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Welcome

Thank you for your interest in Bournemouth Symphony Orchestra (BSO) and the role of Corporate Partnerships Manager. 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 corporate 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 Southwest. 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, support from individuals, charitable trusts and foundations, and, of course, companies, has been, and will continue to be, key to our success. Far from simply allowing the BSO to survive, this support will ensure we can thrive, 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 programmes of work include:

- The work of BSO Resound, the world’s first disabled-led ensemble as part of a symphony orchestra and its role championing a more inclusive musical world for disabled musicians.
- Music to boost health and wellbeing e.g. dementia-friendly concerts, music in hospitals and care homes, and to support people facing addiction and mental health challenges.
- A vibrant programme for children and young people including inspiring Schools’ Concerts that reach 10,000 primary schoolchildren in person and tens of thousands more online each year.
- Talent development programmes for aspiring musicians and artists of all abilities and backgrounds, providing them with a springboard for careers in the music industry.

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 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.

It is a high-performing team of seven people working together towards a common goal, often going above and beyond our individual responsibilities to enable the BSO to achieve great things.

The Corporate Partnerships Manager is responsible for the management of a portfolio of loyal national, regional, and local companies including Investec Wealth & Investment UK, Allianz Musical Insurance and JP Morgan. Together, with other partners, they generate in the region of £140,000 per annum.

The BSO is keen to grow its base of corporate supporters and there is plenty of opportunity to draw on BSO's incredible array of work to generate income and benefit in support of our mission to bring music into people's lives towards a happier, healthier, and fairer society.

You'll have the creative licence to develop broad partnerships with great brand alignment and shared values via event sponsorship, cause-related marketing and staff learning and development initiatives.

Working closely with your fellow Development team colleagues and the Communications, Marketing, Participation and Concert teams, you will package up corporate opportunities to support the BSO.

You have the whole of the South West region to cultivate, with key points of new business opportunity being with companies operating in our key performance hubs: Bristol, Exeter, Poole and Portsmouth.

Job Description

Corporate Partnerships Manager

Reports to:	Head of Development
Responsible for:	N/A
Location:	Poole (hybrid working available)
Nature of contract:	Full Time or Part Time (4 days per week)
Salary:	£35,000 - £40,000 (per annum, pro-rated for part time hours and dependent on experience)

Main Purpose of the Job

Reporting to the Head of Development, you will nurture and develop relationships with a broad range of companies to retain and secure funding in support of BSO's priorities.

Responsibilities

To work with the Head of Department to develop a corporate engagement strategy which supports the retention and attraction of high value, brand-enhancing partners.

To manage a portfolio of corporate partners, delivering against partnership agreements and expectations to ensure that BSO obligations are met, and that supporter satisfaction is guaranteed.

To serve BSO's corporate partners with great account management, undertaking a programme of regular communications, meetings and partner engagement demonstrating the impact of support and the charity's delivery against partnership objectives.

To write and present compelling proposals that inspire, persuade, and mobilise support of both existing and new corporate partners.

To develop mutually advantageous corporate partnerships with the capacity to generate significant income for the BSO that support organisational and departmental objectives.

To work confidently and effectively with senior staff and stakeholders to negotiate partnerships, maximising the value to BSO, drawing up partnership agreements to create clarity between the parties.

To involve and collaborate with internal teams to gain their understanding, buy-in and support to achieve the best outcome for both the BSO and its corporate partner initiatives.

To create, manage and deliver events as required by existing or new corporate partners as a part of their individual agreements with BSO.

To represent the BSO and Development Team at key events, functions and initiatives as required.

To undertake prospect research, based on a clear selection criterion, to identify companies for approach, and to maintain an on-going target list, in support of the corporate fundraising strategy.

To engage prospects through telephone calls, emails, cultivation events and networking opportunities with decision-makers, gaining the opportunity to present appropriate proposals in support of BSO.

To generate new corporate partners offering an appropriate level of exclusivity (to the BSO) around their chosen domain of work, while safeguarding the interests and integrity of other corporate partners.

To report on income targets, maintain a pipeline of new business development activity sufficient to ensure budgets are met and to take remedial action to ensure targets are reached.

To ensure that the BSO's relational database (Spektrix) is regularly updated and used to best effect.

To be outward-looking and connected to the corporate marketplace, scanning for opportunities. That could support the BSO's corporate fundraising efforts.

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

Education to degree level or equivalent

Desirable

Knowledge and appreciation of classical music

Desirable

Understanding of corporate motivations for giving and a successful track record in corporate fundraising or equivalent relationship development.

Essential

Passionate about supporter care, attention to detail and delivering high quality work.

Essential

Excellent communication skills. The ability to write creative and commercially compelling proposals and present them persuasively in person.

Essential

Excellent organisational skills, ability to juggle priorities and meet deadlines.

Essential

Self-motivated, accountable, and target driven.

Essential

Strong team player with excellent interpersonal skills.

Essential

Working knowledge of Microsoft Office, internet, and relational databases. (e.g. Spektrix)

Essential

Ability to drive with a full driving licence or commitment to learn. Willingness to travel to fulfil corporate partner obligations.

Essential

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 can 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