



HEAD OF PATRONS

DEPARTMENT: Development
REPORTS TO: Head of Major Gifts and Patrons
CONTRACT TYPE: Fixed Term Contract (Maternity Cover)

KEY OBJECTIVES

- Implement the existing strategy to identify, retain and recruit individuals for the RA's Patron scheme both in the UK and overseas, working together with the Head of Major Gifts and Campaigns and Director of Development
 - Identify and cultivate Patrons who may be capable to give greater gifts to the RA exhibition and education programmes, RA Schools and endowment
 - Lead a high-performing team who collaboratively create a unique and engaging programme to engage and retain Patrons
 - Ensure Patrons' financial targets are met for recruitment and retention through maintaining the financial reporting schedule for Patron revenue and expenditure, including new, upgrading lapsed and downgrading Patrons
 - Work with the Major Gifts and Campaigns team, and across the RA, to ensure the smooth flow of communications, information and appropriate support is given to ensure the achievement of the targets
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KEY RESPONSIBILITIES

Patron Relationship and Programme Development

- Oversee the cultivation and recruitment of new Patrons and retention of current Patrons to ensure income targets are met
- Motivate team to undertake strategic research, planning and delivery of the Patrons' programme of internal, external, cultivation and international events and provide input and support of other events as appropriate
- Nurture relationships with Patrons to identify individuals' ability to upgrade current memberships and match their interests to specific projects in liaison with the Head of Major Gifts and Campaigns as well as Deputy Director and Director of Development
- Identify new Patron prospects and implement a programme of cultivation for prospects
- Ensure the cultivation programme is used to maximum effect with efficient and monitored follow up procedures implemented and adhered to

- Work closely with Director of Development and Head of Major Gifts and Campaigns in managing Patron Chairs, Ambassadors, Trustees and members to support Patrons recruitment and retention activity
- Ensure the Chair of the RA Trust, Trustees and other senior stakeholders are informed about the Patrons programme. Work collaboratively with the Chair and Trustees on cultivating and stewarding Patrons as appropriate and in consultation with Director of Development and Head of Major Gifts and Campaigns
- Oversee the management of Patrons benefit delivery. Work closely with the Patrons Managers to safeguard the scheme and ensure high quality service delivery to all Patrons
- Work closely with Marketing Team to ensure all Patrons marketing material is effective, on brand (RA values, vision and personality) and delivered to schedule

Finance and Administration

- Agree quarterly re-forecast updates in order to record progress and ensure annual targets are achieved
- Confirm all gift management adheres to rules and regulations of legal/tax laws, including gift aid and that they are in line with RA policy
- Use the Development database (Tessitura) to track all approaches, donor agreements, benefit delivery and events management. Ensure that all team members input relevant information to the system

Staff Management

- Ensure that objectives of team members are meaningful, in line with business strategy, are reviewed annually and that these are an accurate reflection of performance. With the Human Resources team, identify appropriate training and development for team members

Database

- Maintain a high level of awareness of the use and potential of the departmental database function to drive fundraising
- Work with relevant individuals to ensure that all staff are aware of and understand all protocols and contribute to the use and development of the database
- Oversee the database's ongoing integrity in regard to Patrons memberships and take responsibility for ensuring the RA adheres to GDPR regulations

General Duties

- Conform to departmental systems for information, communication and financial management
- Take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed targets

- Promote the profile of the Department by assisting the Director of Development, or other senior officers, at events
 - Comply with all relevant Health & Safety policies, procedures and regulations and take appropriate and reasonable care for the safety of colleagues and visitors to the Academy
 - Undertake any other duty which may reasonably be allocated by the Head of Major Gifts and Campaigns, or Director of Development
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PERSON SPECIFICATION

- Significant experience of operating a successful membership scheme, or equivalent, and extensive knowledge of the international art world
- Target-driven with an entrepreneurial approach to work
- Demonstrable experience of sole responsibility for handling £1million+ budgets
- Demonstrable experience of fundraising within a comparable organisation
- Excellent interpersonal skills and the ability to build rapport quickly with donors and staff alike
- Confidence working with high-net-worth individuals and senior stakeholders
- A keen interest in the work of the Royal Academy of Arts and an understanding of its various activities
- Excellent knowledge of the London and international art scene
- An adaptable and flexible approach to work to achieve agreed deadlines within tight schedules and under pressure. Able to thrive in a demanding and fluid working environment where demands and requirements are unpredictable and prone to last minute changes
- Highly computer literate, with specific knowledge of database applications – particularly specialised systems designed to complement patron/membership schemes and income generation
- Ability to gather and present information; compile reports; make recommendations; set realistic timetables; monitor progress; resolve difficulties and ensure plans are fully and successfully implemented
- A positive role model, with demonstrable experience leading and motivating a team

Desirable

- Up to date knowledge of HMRC Revenue & Customs rules on tax efficient giving
- Experience of working with boards and committees
- Knowledge of Tessitura system

WHY JOIN US?

Our Values

To support the execution of our mission and our vision, we adhere to a set of shared values that guide our decision-making and shape our ways of working.

- Forever Creative
- Fiercely Independent
- Unapologetically Excellent
- Belonging to All
- Ethically Grounded

Employee Benefits

- Agile Working Policy (for full-time roles working from home up to two days a week where the role permits)
- Enhanced Holiday (with extended Christmas leave)
- Enhanced Pension Scheme
- Employee Council & Employee Network Groups
- Access to all RA exhibitions & access to exhibitions with our reciprocal partners
- Employee Assistance Programme
- Discount in RA Cafe's and Shops
- Give as You Earn Scheme to donate to a charity of your choice
- Cycle to Work Scheme
- Employee Choir and other employee clubs from running to knitting