



JOB DESCRIPTION

ROLE: Senior Partnerships Manager

LOCATION: Royal Albert Hall

REPORTS TO: Head of Partnerships and Hospitality

DEPARTMENT: Partnerships

DIRECTOR: Artistic and Commercial Director

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

MAIN ROLE

- With the Head of Partnerships, develop and deliver the partnerships strategy in respect of venue and event partnerships in support of the Hall's vision;
- Proactively develop new business by identifying potential venue and/or event partnerships that match the Hall's national and international standing, achieving leadership status for the Hall's partnerships;
- Maintain relationships with the Hall's existing partners through excellent communication and knowledge of their business at the Hall and elsewhere;
- Act as an ambassador for the Royal Albert Hall and the Partnerships team.

This will require the post-holder to:

1. Assist the Head of Department by identifying new prospects that are in alignment with the Hall's Partnership vision.
2. Negotiate the terms of new partnerships and upcoming renewals.
3. Line manage the Partnerships Assistant
4. Support the Partnership team where necessary.

DUTIES AND RESPONSIBILITIES

- Help the head of department in overseeing and delivering the strategy for Hall partnerships and growing the Hall's net income from in accordance with the Hall's 5 Year Business Plan;
- Manage partner accounts to ensure that both parties are meeting their contractual obligations but also seeking opportunities to further develop the relationship for mutual benefit;
- Proactively identify new business partners (whether in new or existing categories), considering strategic brand alignment and the potential value to the Hall in forming such a partnership;
- Promote the Hall to potential partners through networking, entertaining, written materials, presentations and phone/emails;
- Negotiate the terms of proposed partnerships, finalising appropriate and effective contractual agreements, at times working with the contracts manager;
- Conduct market research, benchmarking and the collection and analysis of data to identify opportunities for the partnerships business areas;
- Work with the head of department in creating the annual budget for the partnerships business area, reporting on progress throughout the year as required;
- Have full involvement in the integration of Tessitura, overseeing along with the Partnerships Manager, the updating and management of Tessitura for partners and making sure all relevant information is in the system at the earliest opportunity;
- Manage the partnership assistant in liaising and overseeing the administrative processes for all partners;
- Provide regular financial updates and reports on the Hall's levels of income to senior colleagues at any given time;
- Where agreed with senior colleagues, negotiate and agree partnership fees, advise more junior members of the team on fees as required and oversee payment of fees to the Hall;
- Negotiate revenue fees for incoming sponsors on events promoted by third parties in the Hall, liaising closely with the programming team;
- Liaise with partners regarding their own publicity and marketing, ensuring that the partner is fully involved with actively selling the partnership and making sure that the

Hall is credited in any such marketing by way of name, logo and other acknowledgements;

- Along with the head of department and partnerships manager, oversee the working relationship with internal departments and external parties as required with the knowledge and understanding that excellent communication is key in order to deliver each partnership:
- Liaise with Hall partners and internal teams to co-ordinate the running of partnership events as agreed with the head of department which will involve working alongside the Event Manager and their team and which will include working some evenings and/or weekends;
- Manage and attend these partnership events, as required, maintaining the highest standards of customer service, always seeking to deliver “unforgettable experiences” for all partners;
- Attend and sometimes chair internal and external planning meetings as required, regularly briefing and sharing information afterwards with the rest of the team, where appropriate;
- Always look to improve the Hall’s partnerships, developing new initiatives appropriate to the Hall’s focus and strategy as well as seek to optimise sources of income at every available opportunity;
- Keep abreast of the events industry, entertain clients with senior colleagues, attend various industry related networking events and conferences as and when required;
- Proactively and willingly offer the highest level of customer service to all partners, both internally and externally, to ensure the department and Hall’s reputations are perceived positively and enhanced wherever possible;
- Deputise for the head of department when required including managing the wider team in their absence;
- Carry out any other duties as may reasonably be required by the head of department and/or the Artistic and Commercial Director.

MANAGEMENT RESPONSIBILITIES

- Effectively line manage the partnerships assistant, specifically ensuring that their role requirements are undertaken to a high standard, providing guidance, support and supervision as necessary as well as identifying career progression opportunities;
- Lead by example with positive behaviour, inspiring the highest standards of working;
- Deal with any performance issues and provide regular feedback through regular catch-ups;
- Hold regular individual catch-up meetings with the partnerships assistant, also ensuring they receive appropriate training and on the job coaching;

- Enable opportunities for development and wider role responsibilities where possible through effective delegation of tasks;
- Manage the partnerships assistant's training and progress reviews in a timely manner and with clear objectives.

PERSON SPECIFICATION

Qualifications and Experience

- Degree educated or equivalent.
- Minimum of three years' experience in partnership account management - proven track record of developing and managing high value partnerships.
- High level of numeracy (at least GCSE grade C or equivalent in mathematics).
- Excellent IT/PC skills with knowledge of all Microsoft Office packages and CRM databases.
- Knowledge of corporate event management.

Skills

- Excellent corporate sales, customer relations and negotiation skills
- Commercial and professional approach
- Experience of business planning
- Line management experience, preferably leading a team
- Ability to prioritise and work under pressure
- Enthusiastic team player with strong interpersonal skills and the ability to work with initiative and maturity
- An imaginative and creative outlook to providing solutions
- Knowledge of corporate event management
- Enthusiasm for the Hall and interest in a wide range of events
- A commitment to regularly working outside core office hours and/or flexible hours