

ROYAL  
ACADEMY  
OF  
MUSIC

---

---



CANDIDATE INFORMATION PACK

# SENIOR PHILANTHROPY MANAGER TRUSTS & FOUNDATIONS

In partnership with  
**execucare**

# WELCOME

Whenever I speak to our donors, I am reminded that we share a common focus: our belief in dedicated young musicians.

Whether supporting a scholarship, funding wellbeing and mental health, helping students to make connections to the music profession or broadening the range of young people who achieve the highest standards of musical training, we are all part of a vital network that ensures music has a bright future.

Trusts and foundations are at the heart of this community, ranging from some of the country's largest philanthropic foundations to emerging family trusts and high-impact venture philanthropy groups. By joining the Academy, you would find yourself working with leading philanthropic organisations that make a real impact on the Academy, our students and by extension the creative industries. You would also find yourself at the heart of one of the most ambitious philanthropic campaigns of any UK cultural institution - aiming to raise £100 million for the future of music.

Impact reporting has always been essential for trusts and foundations but is increasingly important for individual supporters too. You would set the high standards we aim to achieve when we tell any of our donors about the impact of their support - and the Academy is brimming with stories and data that demonstrate the impact of philanthropy. You would work directly with leading musicians and expert colleagues across the Academy - from the Widening Participation department to Finance - to distil and convey the information that will enable funders to understand the full impact of their support.

We are looking for an experienced trusts and foundations fundraiser with experience of making six- and ideally seven-figure applications, to help the Academy secure the future of music at time when the world needs this more than ever.

You don't need to have a specialist knowledge of classical music, but a passion for the arts, culture and creativity and the ability to explain their importance for people and society are essential.

I look forward to sharing this very special musical place with you. Each year we present hundreds of live events featuring the next generation of talent, often performing alongside or being conducted by the world's finest musicians. On any given day you could spend your lunchtime listening to a concert or find yourself chatting to a world-leading musician while queuing for coffee.

I hope you'll consider joining us and I look forward to hearing from you.

**Lucie Kennedy HonARAM**  
Director of Philanthropy





# ROYAL ACADEMY OF MUSIC

The Royal Academy of Music moves music forward by inspiring successive generations of musicians to connect, collaborate and create.

We are the meeting point between the traditions of the past and the talent of the future, seeking out and supporting the musicians today whose music will move the world tomorrow.

From pre-school to post-doc, our students come here from more than 60 countries. We challenge them to find their own voice, take risks and push boundaries.

Simon Rattle, Felicity Lott, Elton John and Harrison Birtwistle all learnt their craft here. We are excited to discover who's next.

Every student benefits from a stimulating curriculum and an ambitious range of concerts and events. Legendary artists come here not just to perform, but to become mentors, friends and musical partners.

A world of music comes to us - and we send music back out into the world. As we enter our third century, our aim is to shape the future of music by discovering and supporting talent wherever it exists.

Now, more than ever, we must work hard to ensure that the finest music education and performance can flourish, and that talented young people are equipped with every opportunity to make music important in people's lives.

Without philanthropy this would be impossible, and the Academy has worked hard to build a community of generous and committed supporters who are enabling us to support so many talented young musicians, to take control of our future as an organisation, and to invest in all sorts of areas that were previously unimaginable.



# PHILANTHROPY

Donors are integral to the Academy's ongoing success and their support impacts on all aspects of our students' experience while they are studying with us.

The top priority for fundraising is to raise core funds, which form just over 60% of the annual fundraising target. These include funding for the Awards programme (scholarships and bursaries), support for flagship public performances, and gifts towards general funds. The overarching focus is to ensure that no student with the talent and potential to succeed at the top of the global music profession is denied the chance of studying at the Academy.

Our Bicentenary year in 2022 provided an opportunity not only to take inspiration from our past but also to focus on the next 200 years, and the Academy's role in shaping the musical world of the future. We were delighted to launch our Campaign in April of that year with a goal of £60m. The Campaign has exceeded our expectations with a level of engagement with our ambitions that has been truly overwhelming, and having exceeded that target, we recently announced our new goal of £100m.

Notable recent commitments include a £1 million gift to endow two scholarships in perpetuity, reflecting our mission to attract the very best young musicians and help them realise their potential, now and for generations to come. Alongside ensuring funding for extraordinary musicians, a priority for the Academy has been to attract the most formidable artists to pass on their expertise.

Philanthropic support has enabled the creation of six endowed posts, attracting outstanding artists and teachers. The Academy introduced the first fully endowed chair at a UK conservatoire and one of the largest gifts to establish an endowed chair at any UK HE institution with the Gatsby Chair of Musical Theatre in 2022. Further endowed posts have been secured for historical performance, piano, chamber music and choral conducting.

In January we announced two substantial grants totalling £669,545 from the Leverhulme Trust which will continue supporting postgraduate

study and our under-18 programmes, including our Junior Academy and Widening Participation programmes. A new cutting-edge digital composition suite opened this year thanks to generous support from the Rothschild Foundation, and in December we were delighted to be selected to join Bloomberg Philanthropies Digital Accelerator Programme.

Much of our fundraising success can be attributed to the vital work of the Philanthropy Board. Philanthropy Board members continue to help expand our network of supporters and provide valuable guidance in all aspects of our fundraising.

As the Academy's ambitions grow, our need to secure the support of trusts and foundations for larger and highly equipped spaces has become a top priority. Thanks to an extraordinary £5 million anchor gift made last year, we intend to commence one of the most significant expansions to the Academy's capital footprint in our history, with details to be announced in due course.





# BELONGING

The Academy promotes an inclusive working and learning environment in which students, staff and visitors are supported and welcomed and feel they belong.

The Academy's goal is for our staff and students to reflect the diversity of the national and international musical communities with whom we interact, and to be a place where people are free to be part of our community, deliver, enjoy and achieve musical excellence regardless of their identity or background.

The Academy's **Belonging Scheme** sets out the Academy's priorities and the framework of equality, diversity and inclusion under which we operate.

Everyone working and studying at the Academy is selected, taught, trained, assessed, appraised, promoted and otherwise treated solely on merit and ability. Equity is at the core of our values, underpinning all our activities.

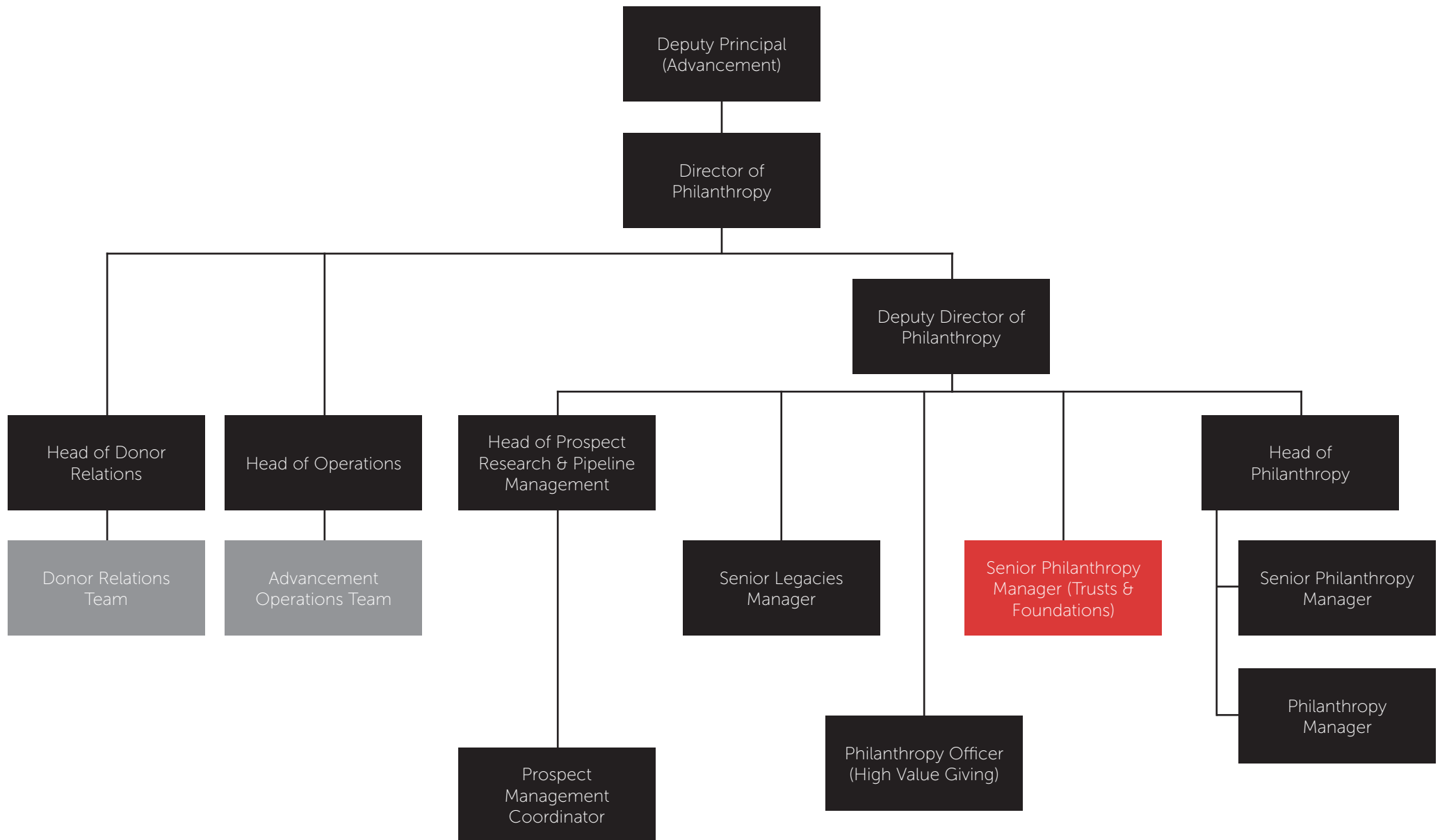
Our **Equality, Diversity & Inclusion Policy** highlights the individual roles we each have to play in ensuring the Academy is an inclusive and harmonious place to study and work.

The Academy takes pride in being welcoming, friendly and most importantly an inclusive environment for all.

We adhere to the Equality Act 2010, which aims to eliminate discrimination, harassment and victimisation, and defines nine protected characteristics: age, disability, gender, gender identity or reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, and sexual orientation.



# STAFF DIAGRAM



# JOB DESCRIPTION

## PURPOSE OF THE JOB

The Senior Philanthropy Manager (Trusts and Foundations) is a senior member of the Philanthropy team which, combined with Marketing, Communications and Audiences, forms the Advancement team at the Academy.

The role sits within the High Value Giving team, which raises over 95% of the Academy's fundraising income each year and includes giving from high-net-worth individuals, trusts, foundations and other philanthropic organisations, and gifts in Wills.

Reporting to the Deputy Director of Philanthropy, the Senior Philanthropy Manager (Trusts and Foundations) will manage their own portfolio of philanthropic trusts and foundations, focused on six- and seven-figure gifts for agreed priorities, and playing a key role in applications exceeding £1million to several of the UK's biggest philanthropic and statutory funders (about 60% of the role).

They will also work with colleagues in Advancement and across the Academy to develop impact measurement and evaluation procedures for philanthropically funded initiatives and enable effective impact reporting to donors and internal stakeholders (about 40% of the role).

The postholder will work closely with colleagues within the Advancement team and senior Academy leaders and volunteers, to ensure that philanthropic giving drives forward and supports the Academy's strategic priorities as effectively as possible.

The postholder will have a proven record in securing grants from philanthropic trusts and foundations or statutory funders at the five-, six- and seven-figure level, particularly for major capital projects. They may have experience gained in a grant-making or social funding environment managing grants, social investments or other impact-focused projects.

The postholder will also have expertise in evaluation, impact measurement and reporting; that is, using data and evidence, both quantitative and qualitative, to understand how a project or initiative make a difference for people and for an organisation, and communicating this information to funders and stakeholders.

The postholder will have expertise in relationship management (particularly with the key stakeholders in grant-making organisations), and outstanding interpersonal and communication skills.

A drive to unlock the potential of arts and cultural philanthropy, especially in music, will help the postholder make the most out of this role.





# JOB DESCRIPTION

## FUNDRAISING

Manage a comprehensive rolling programme of five-, six- and seven-figure funding applications to potential grant-making prospects for the Academy's strategic priorities. This will include stepping in to existing early-stage applications for transformational capital grants.

Devise and deliver effective strategies to apply for grants personally, as well as coordinate solicitations in collaboration with senior colleagues, Governors and the Academy's Philanthropy Board. This involves ensuring that potential funders are fully researched so that applications can be appropriately targeted and so that links with senior volunteers, staff, supporters and other contacts can be fully deployed.

Prepare imaginative, compelling, accurate and timely funding proposals, working with other senior colleagues where appropriate.

Provide exemplary impact reporting and stewardship to current funders, including writing effective donor reports and ensuring that funding partners receive timely and appropriate information about the progress and outcomes of projects.

Support and guide major gift fundraisers in aspects of their fundraising that involve applications to trusts and foundations.

Deliver the highest level of relationship management with prospective and current funders, to ensure that the giving potential of each individual funding body is maximised, including organising visits, events, and meetings.

Manage all related administration pursuant to fundraising including the preparation of grant agreements and acknowledgements, forecasting income using the Department's agreed systems, and accurate record keeping using the Department's database (currently Raiser's Edge NXT), Microsoft Office, Teams etc.

Keep abreast of funder trends and initiatives in the UK and internationally, as well as of developments in fundraising and related legislation as they pertain to organisational funders.

Contribute to the realisation of the ambitions and goals of the Academy's £100m fundraising campaign.

## IMPACT

Lead the Department's impact reporting, ensuring that all team members' impact reporting to donors is of the highest possible standard and is always transparent and evidence-based, drawing on the best qualitative and quantitative data the Academy can generate.

Collaborate with colleagues across the Academy to identify the most effective ways to measure and evaluate the impact of philanthropically funded projects and activities and communicate this to funders, especially in Widening Access and Participation.

Develop the Philanthropy Department's framework for sharing impact information internally, collaborating with colleagues in High Value Giving and Donor Relations to ensure effective systems and processes are in place that enable us to collect, manage and share information about outcomes and impact both internally and externally.

Provide accurate and reliable insights to support senior management decision-making and identify trends and opportunities to improve the impact of philanthropic funding on the Academy and its students.

## OTHER

Adhere to the highest standards of fundraising best practice and ensure that all activities comply fully with the relevant Data Protection and any other fundraising legislation.

Travel within London, and occasionally within the UK to attend meetings and events, with some activity outside normal working hours to be expected.

Operate strictly within agreed expenditure.

To carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the line manager or Head of Department.

## GENERAL

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and may be revised in agreement with the post-holder.

The safeguarding and welfare of our students is at the heart of our institution. We require all staff, students and volunteers to commit to the safeguarding and wellbeing of our students, in accordance with the Academy Ethics and Conduct policy, Code of Practice, and Safeguarding Policy.

All employees will comply with the Academy Equality, Diversity & Inclusion policy, and to promote and advance equality, diversity and inclusion policy throughout the duration of employment.

All employees are required to periodically familiarise themselves with Academy employment policies and procedures, and act in accordance with them.



# PERSON SPECIFICATION

## SKILLS, KNOWLEDGE, COMPETENCIES

Excellent writing skills especially in the creation of compelling funding applications and impact reports to the highest professional standards

Ability to build strong relationships with the staff, trustees and founders of philanthropic grant-making organisations, and with the Academy's senior management and artistic leadership

Ability to make the case for supporting a cause with authenticity and integrity

Ability to think both strategically and tactically about the relations between potential funders and the Academy's fundraising goals

Ability to identify and clearly communicate the impact of a range of funded programmes and activities, including working with complex evaluation and monitoring data

Strong numeracy and budgeting skills

Excellent organisational skills including the ability to manage a rolling programme of grant applications and reports with competing deadlines

Collaborative and supportive team working skills

Understanding of the power of philanthropy to impact the arts, culture and higher education is desirable

Excellent IT skills across a range of common software (the Academy currently uses Microsoft Office, Raiser's Edge NXT, Teams and Sharepoint)

Degree of musical competency and/or musical appreciation is desirable

## EXPERIENCE

Experience of playing a leading role in complex 6- and 7- figure grant applications to philanthropic and/or statutory funders, especially for capital projects

Experience of personally securing grants from philanthropic and/or statutory funders for a range of projects, especially at the 6- and 7-figure level

Experience of writing high-quality impact reports for major philanthropic and/or statutory funders, including for multi-stakeholder projects with complex budgets

Experience of working with colleagues across an organisation to identify and articulate the outcomes and impact of funded activities and programmes

Experience of working with a finance team to devise fully costed and accurate budgets and expenditure reports

Experience of using a fundraising CRM to manage a prospect pipeline and donor portfolio, and to maintain complete records of key communications with funders and grant documentation

Experience of fundraising within an arts or educational establishment is desirable

Experience of collaborating with widening access and participation teams on grant monitoring and evaluation is desirable

## QUALIFICATIONS

High-quality qualifications or training in fundraising, philanthropy or social investment is desirable

## PERSONAL ATTRIBUTES

Credibility as an ambassador for the Academy, able to work and communicate effectively at senior levels

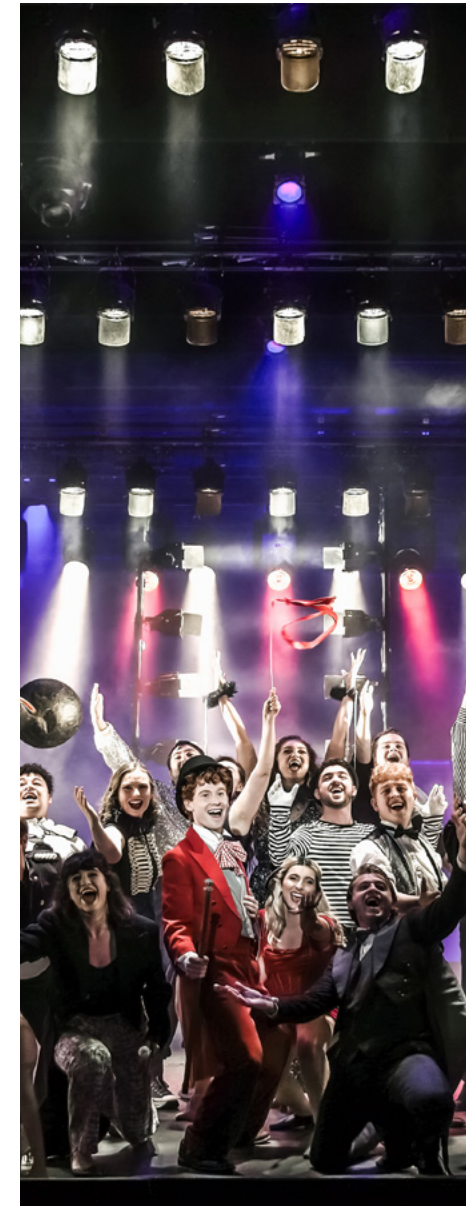
High levels of professionalism, self-motivation, organisation, and significant attention to detail

Goal orientated with a positive approach to problem-solving

Able to work in a collaborative and supportive way within a team and across an organisation

Ability to deal with confidential matters and act with sensitivity and discretion

Commitment to the purpose and ethos of the department and Academy



# TERMS & CONDITIONS

## LOCATION

Royal Academy of Music  
Marylebone Road  
London NW1 5HT

## SALARY

Grade 6 £50,199

## CONTRACT

Fixed Term Contract for 12 months to cover for Parental Leave.

## HOURS OF WORK

Full-time working hours are usually 32.5 hours a week depending on the role, with an hour lunch break.

## HYBRID WORKING

The Advancement Team has a hybrid working approach, with a minimum of 3 days a week in the office.

## FLEXIBLE WORKING

Either Full Time or Part Time 0.8 FTE.

## PENSION

Aviva Group Pension Plan and Salary Sacrifice Scheme with 4% employer and 4% employee contributions.

## ANNUAL LEAVE

30 days annual plus bank holidays for full-time professional services staff.

## CANTEEN

Subsidised refectory which is open to staff and students from 08:30 every day during term time, with a separate Staff Room and bar which is open to all from 17:30.

## MINDFUL EMPLOYER

As a Mindful Employer, the Academy is dedicated to creating an inclusive workplace that values mental wellbeing. We strive to provide a positive environment where everyone feels respected, empowered and supported.

## DISABILITY CONFIDENT EMPLOYER

The Academy will shortlist for interview any candidate who has identified a disability and demonstrated that they meet the essential criteria listed above.

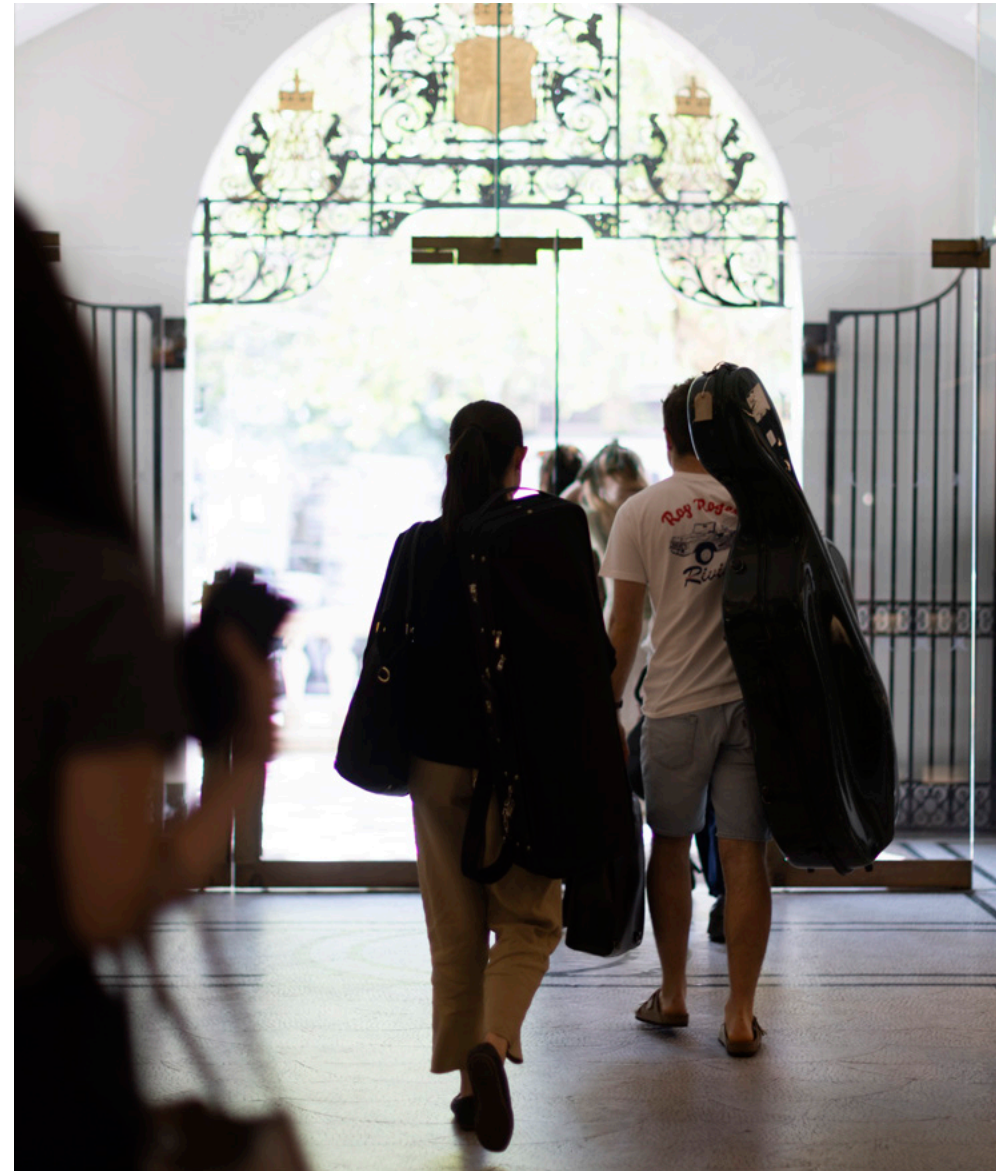
## DIVERSITY

We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQ+ candidates, and candidates with disabilities because we would like to increase the representation of these groups in these roles.

We want to do this because we know greater diversity will lead to greater results for students.

## HOW TO APPLY

For further information, please click [here](#).





ROYAL  
ACADEMY  
OF  
MUSIC

