

## CORPORATE RELATIONSHIPS MANAGER

### Candidate Pack

#### The Serpentine Galleries

The Serpentine inspires the widest audiences with the ideas of our time by championing the possibilities of art, architecture and design. Presenting pioneering exhibitions for almost half a century, we provide an open platform for experimentation and challenge expectations of where art can be encountered and by whom.

As one of the most visited art institutions in the UK and the world, we have a strong cross-disciplinary purpose and are committed to presenting the best in contemporary creative practice. We are pioneers in sector-leading learning, outreach, digital and live programmes. Actively re-imagining our galleries for the 21st century, we are working to engage the broadest most diverse audiences globally using the power of digital innovation. Connecting to communities across London and internationally is central to all that we do.

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#### JOB DESCRIPTION

**Job Title:** Corporate Relationships Manager

**Department:** Development

**Job Purpose:** Manage the delivery of the Corporate Membership Programme and Corporate Sponsorship relationships to a portfolio of companies

Actively manage a pool of corporate partners and take ownership of elements of the annual corporate fundraising targets for the Serpentine Galleries across corporate sponsorship, long-term partnerships and in-kind support.

**Reports to:** Head of Corporate Partnerships

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#### MAIN DUTIES

##### Corporate Membership Programme

- Lead on delivery of all relationships with companies recruited as part of the Corporate Membership Programme.
- Monitor and report on the recruitment of members of the Corporate Membership Programme against targets.
- Maintain the Serpentine's database records of actual and potential members to ensure: all approaches are recorded; all new members are recorded and thanked; membership update reports are prepared; and usage is in line with the Data Protection Act.
- Manage the administration for corporate members: ensure contracts are in place; all new members are invoiced and cash received within 30 days; benefits are recorded and their delivery actioned against an

agreed timeline; accreditation is delivered to specification; and all necessary approvals are sought and gained in a timely manner.

- Track the delivery benefits and ensure that these are being done in a timely and appropriate manner.
- Ensure all contact with potential and actual members is done to the highest standard and in accordance with the values of the Serpentine Galleries.

### **Corporate Sponsors**

- Lead and support where appropriate, corporate fundraising approaches as agreed by the Head of Corporate Partnerships including the development of proposals, research and corporate prospect lists, written correspondence, telephone calls, meetings, attending events, utilising the executive team, senior volunteers and staff effectively and efficiently.
- Support in developing bespoke benefit packages that align to the objectives of the corporate prospect.
- Actively manage corporate partner relationships across all fundraising projects including but not limited to the Serpentine Pavilion, Exhibition Fundraising, Park Nights, The Summer Party, Education and any other projects as they arise, and could include in-kind support as well as direct financial support.
- Lead specified fundraising projects and overseeing all aspects of sponsor delivery, bringing together all fundraising income streams to actively manage and report on progress against the project fundraising targets including the identification of risks and escalation to the Head of Corporate Partnerships.
- Maintain high level of awareness of the corporate environment, ensuring that opportunities are researched, assessed and kept up to date in the corporate cultivation plan and that appropriate actions are taken and contacts made.

### **Management and Administration**

- Ensure that all documentation is kept up to date and reflects changes including making updates to the fundraising pipeline, proposals and cultivation plans as appropriate.
- Help to ensure that outcomes and actions of all internal and external meetings are documented and executed including internal brainstorming meetings and external prospect meetings.
- Maintain and refine the Serpentine's database records of actual and potential corporate supporters to: ensure all gifts to and approaches made by the Galleries are thanked and logged; sponsorship update reports are produced; and ensure usage is in line with the Data Protection Act.
- Manage the administration for corporate supporters and ensure contracts are in place, invoices are raised and paid, and all necessary approvals are sought and gained in a timely manner.
- Attend Development meetings and help ensure that the interests of corporate clients are properly integrated into the organisation's management and planning processes.
- Work as part of the wider Development team to bring to the fore ideas on prospects and to respond to changing priorities of the team.
- Undertake any other duties as may be reasonably required in the above post.

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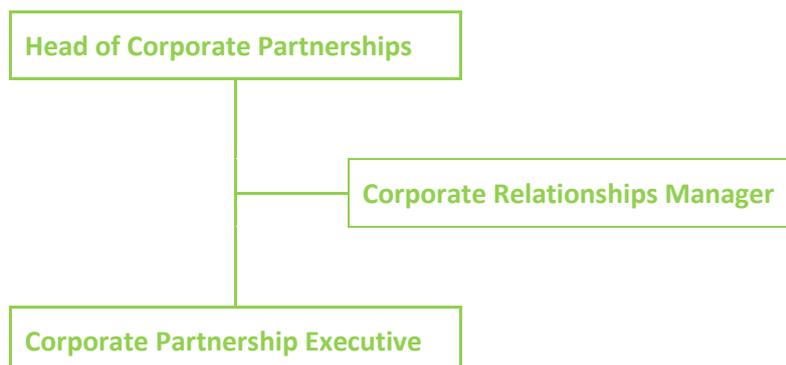
### **PERSON SPECIFICATION**

- A substantial successful track-record of sales and negotiation gained through income generation, in or with the corporate sector.
- Demonstrable background in contributing to and/or participating in strategic development and devising and implementing plans for income generation campaigns.
- Resourceful and entrepreneurial in approach to income generation.
- A positive self-starter with a can-do attitude willing to go the extra mile.

- Excellent fundraising project management skills.
- Ability to remain calm under pressure and an enjoyment for working in fast pace environments.
- Demonstrable networking capabilities, providing an ability to present and communicate effectively at all levels.
- Persuasive and consistent writing skills; meticulous attention to detail.
- Confident in Microsoft Excel, Word and PowerPoint.
- Wide-ranging knowledge and understanding of, and interest in, the corporate and arts markets (notably visual arts, architecture and education).

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## REPORTING STRUCTURE



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## GENERAL INFORMATION

### Salary

The salary, on appointment, is competitive based on skills, experience and qualifications.

### Hours

Normal office hours 10.00am to 6.00pm Monday to Friday.

### Duration of Appointment

This is a permanent appointment.

### Annual Leave

The annual leave entitlement is 25 days per annum rising to 30 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

### Probation

All appointments are subject to a probationary period.

### Pension

Participation in the Serpentine's auto-enrolment pension scheme.

### Other Benefits

Other benefits are available upon successful completion of the probationary period.

### Closing Date

The closing date for completed applications is **midnight on Friday 22 March 2019.**