



# Opera Holland Park

## Job Application Pack



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## **We are Opera Holland Park**

We are an urban company in a leafy, airy setting. Every summer we build a theatre and perform to audiences from the Royal Borough of Kensington and Chelsea and beyond.

We identify and nurture emerging talent through our Young Artists scheme, and welcome singers, conductors, directors and designers back as their careers take flight.

We are an independent charity. Throughout the year, we serve the community in care homes, hospices, shelters and schools. We build the audiences of the future and take music to those for whom a traditional theatre setting is inaccessible.

We work in a 400-year-old multimedia live art form and tell stories through the expressivity and emotional honesty of the unamplified human voice. Our work covers a multitude of genres, time-periods and places. We take our audiences with us, introducing them to rarities and celebrating well-loved classics together.

Cover image: Alison Langer (Oscar) and members of the Opera Holland Park Chorus in Verdi's *Un ballo in maschera* © Ali Wright, 2019

## **Our Mission and Values**

Our mission is to share the cultural, wellbeing and social benefits of opera with our local community in Kensington & Chelsea and beyond. We do this by:

- Staging affordable and accessible, high-quality opera productions at our open air theatre in the centre of Holland Park
- Working with our family of freelance performers and creatives to bring opera to those for whom traditional theatre productions are inaccessible
- Providing opportunities for emerging talent in the opera industry to develop their skills and gain experience in a supportive environment
- Using our platform as a respected arts organisation to dispel stereotypes and spread the message that opera is for everyone

As a company and a community, we work together to make sure everything we do embodies our values:

- Creativity – Whether we're producing our summer opera festival, building our theatre in the heart of Holland Park, or looking for ways to make opera accessible to new audiences, creativity is central to our work.
- Community – Opera Holland Park is not just a company but a community, made up of all the people who support us, work with us, see our shows and take part in our events and workshops. Through our outreach and education work, we aim to welcome as many people as possible from the local community into the Opera Holland Park family.
- Integrity – We are a company with integrity. Every one of us believes wholeheartedly in the importance of each project we work on. When it comes to our productions, we strive to get to the heart of the stories that make opera such a compelling art form.
- Respect – As a company and a community, our respect for one another defines how we work together in the rehearsal room, offices, backstage and beyond. It also defines our relationship with the historic site where our theatre is based, and our approach to the environment and sustainability.
- Passion – What unites us as a community is our passion for opera, for the cultural, wellbeing and social benefits classical music can offer, and for showing that this profoundly human, 420-year-old art form is for everyone and is still relevant today.



## **Job Description**

Job Title: Membership Manager

Department/Team: Development

Reports to: Director of Audiences and Engagement

Contract type: Permanent

Location: Mixture of remote and office working (Kensington)

Hours: 40 hours per week, core hours are between 10am and 6pm. Some evening and weekend work will be required.

Salary: £30,000-£35,000 per annum depending on experience

## **Purpose of job**

Opera Holland Park is recruiting for several exciting roles in its development department to launch the next stage of its fundraising strategy; a key pillar of the organisation's growth plans. The roles include: a Membership Manager; a Philanthropy and Major Gifts Manager; and a Development Coordinator.

Working as part of a small and friendly team, these roles offer the opportunity for the successful candidates to shape the future strategy for the organisation, cultivate and steward the company's loyal body of Members and Supporters, and build on the successes of previous campaigns. These are unique opportunities for the successful candidates to shape the roles to their strengths, whilst building on their previous experience in a flexible and creative team. Supported by a Director of Audiences and Engagement and working closely with the CEO, the department manages a large and loyal membership, many of whom have been part of the 'OHP Family' for decades. These roles are crucial to maintaining these close relationships through high quality stewardship and communication, in addition to growing the schemes and cultivating new support.

The Membership Manager at Opera Holland Park is responsible for growing and maintaining Opera Holland Park's body of Members and Supporters who give £75-£300 annually. Working to ambitious targets, they will be responsible for budgeting and forecasting the organisation's Silver Member (£75), Gold Member (£150) and Envoy (£300) schemes, in addition to the Young Artist Circle (£500-£1,000).

Organised and self-motivated, they will advance strategies to build loyalty and engagement amongst current Members, and lead campaigns for new Member

acquisition and upgrades. The successful candidate will possess strong administration and IT skills in addition to exceptional customer service.

They will work collaboratively with all departments, including the production team on supporter events management, the marketing team on communications and company messaging, and box office and front of house to ensure membership messaging is embedded across all audience touch points.

### **Day in the life**

Every day looks a little bit different, but you might find yourself liaising with donors about their support, creating recruitment and upgrade campaigns, coming up with ideas for supporter events, researching and prospecting new and existing donors, reporting on successful campaigns and income levels, working with the marketing department to create supporter marketing assets and communications, and working with the CEO and Director of Audiences and Engagement to strategise new giving opportunities.

During the summer season, you will spend some evenings at the Opera Holland Park Theatre working with your development colleagues to steward our high level donors in our private Supporters Bar.

### **Practicalities, role expectations and accessibility**

The Membership Manager role can be busy. We're a small team, with a lot to do, especially in the lead up to the summer season of opera, renewal and booking periods. However, the work is very rewarding too. There's nothing better than seeing a full theatre on opening night and knowing you're part of the reason everyone's there.

The theatre site, where performances, rehearsals, and most events will be held, is fully wheelchair accessible, with step free access to the majority of areas. For more information, have a look at our access page [here](#).

Most of the team work some days at home and some at the office in Kensington; we can be flexible depending on your preferences.

## **Role outline**

### **Income and relationships**

- Lead all aspects of the Gold, Silver and Envoy membership schemes, including strategy, recruitment, fulfilment and renewals
- Grow and sustain a portfolio of Young Artist supporters, giving £500 and above to the scheme
- Work with the Director of Audiences and Engagement and development colleagues to develop an effective and ambitious 3 year fundraising strategy, including the re-evaluation of member and supporter giving levels
- Develop strong relationships with Members to ensure an engaged and committed supporter group
- Provide stewardship of your portfolio of supporters to the highest standard
- Deliver promised benefits to supporters, including complimentary ticket requests, special events, rehearsal attendance etc.

### **Membership growth**

- Develop strategies with the Director of Audiences and Engagement to grow Silver, Gold and Envoy membership schemes
- Work with development colleagues, trustees and the Ticketing and Customer Insights Manager to identify, cultivate and secure new support

### **Communications and database management**

- Work with marketing and development colleagues to develop a communications schedule for supporters that delivers the company's key messages and values
- Maintain donor records on our ticketing system (Spektrix) and maintain donor development timelines with support from the Development Coordinator
- Process donations in liaison with the finance team

### **Reporting**

- Budget and forecast individual giving income together with the Philanthropy and Major Gifts Manager and Trusts and Foundations Manager

## Events

- Work with the production team to develop an engaging events programme for Members
- Attend and assist in the delivery of Member and Supporter events
- Assist with staffing the Ensemble, our private Supporters Bar, during the summer season

## Finance & Administration

- Support the Development Coordinator with activity on the company's CRM system (Spektrix), including membership administration, income recording, accreditation and Gift Aid

## Line management

- Line manage the Development Coordinator, ensuring they meet their objectives whilst supporting them in their career development

## General

- Undertake other tasks as may be reasonably requested

## **Key relationships**

CEO and Director of Opera

Director of Audiences and Engagement

Membership and Campaigns Manager

Trusts and Foundations Manager

Development Coordinator

Head of Marketing

## **Person Specification**

### **Essential criteria**

- Some fundraising experience
- Strong administration skills
- Experience using a CRM system (Spektrix preferred)
- Excellent customer service
- Personable with exceptional communication skills, verbal and written
- Proactive and excellent sense of initiative
- Some events management experience
- Experience of working across departments with a collaborative approach
- Strong IT skills
- Ability to manage a varied workload

### **Desirable criteria**

- Enthusiasm for and knowledge of the performing arts and Opera Holland Park



## How to apply

To apply for this role, please:

1. Download the Application Form [here](#) (also available in large print)
2. Complete the anonymous Equal Opportunities Monitoring Survey [here](#).
3. Complete the Application Form, and email it as an attachment (either in Word or PDF format) to [chloe.bridgen@operahollandpark.com](mailto:chloe.bridgen@operahollandpark.com). Please make sure you demonstrate how your skills and experience meet the person specification provided. There are some tips in the form to give you guidance on how best to do this.
4. We also accept applications in video or audio format. If you would prefer to apply in this way, please email a link to your video to the email address provided. As a guideline, you should aim for a recording of around 5 minutes, and you should answer all the questions on the Application Form

We will be accepting applications until Wednesday 29 March at 10am. Any application received after this may not be included in the recruitment process.

We aim to reply to all applicants with the outcome of their application within two weeks of the deadline. We will provide feedback to all applicants, regardless of the outcome of your application.

## **Equal Opportunities**

Opera is for everyone. We commit to creating opera for all people, and working with all people to create opera. We believe it is essential to nurture new and diverse talent, onstage and off. The more diverse our workforce, the stronger our community and the better able we are to achieve these aims.

We are particularly keen to receive applications from people who experience racism, disabled people and LGBT people, as these groups are currently under-represented at Opera Holland Park. We are taking positive action by guaranteeing a first round interview to any candidate who self-identifies as having one or more of these backgrounds and have experience of events and CRM systems in a fundraising role in the cultural or not-for-profit sectors. If you regard yourself as someone who meets these criteria, please state so clearly on the email you send your application on.

## **Access**

We are committed to making our recruitment process as accessible as possible. As part of this, we will:

- Provide detailed access information for all roles to the best of our knowledge at the time of recruitment
- Provide our Recruitment Pack and Application Form in a variety of formats, including large print
- Accept applications in written, video, and audio format
- Provide interview questions to all shortlisted candidates in advance
- Commit to offering interviews to all candidates who self-identify as disabled and meet the essential criteria

## **Contact us**

If you have any questions about this role or our recruitment process, or if you wish to discuss any adjustments to make our recruitment process or workplace accessible to you, please don't hesitate to get in touch at [info@operahollandpark.com](mailto:info@operahollandpark.com). We will be very happy to hear from you.

Thank you for your interest in Opera Holland Park.

Back cover image: Audience members dancing during Carnival Culture in the Park © Ali Wright, 2021

