



Business
Partnerships
Manager

Opera Holland Park



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.

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.



Children on the site of Opera Holland Park Theatre at our 2021 outdoor performance of Pirates from Penzance after the pandemic



Chelsea and Westminster Hospital Community Choir performing at the Age UK Valentine's Day Tea, 2023 © Opera Holland Park

Job Description

Job Title: Business Partnerships Manager

Department/Team: Development

Reports to: Director of Audiences and Engagement

Contract type: Two-year fixed term, with possibility of permanent

Location: Mixture of remote and office working (Kensington)

Hours: 24 hours per week, core hours are between 10am and 6pm, days of the week to be agreed with the successful applicant. Some evening and weekend work will be required.

Salary: £35,000 per annum for three days a week (pro rata equivalent: £21,000)

Purpose of job

Opera Holland Park is looking for an ambitious and creative Business Partnerships Manager to build and maintain a portfolio of corporate partners and businesses, ensuring they value their engagement with the company.

They will identify and research prospective clients and maintain relationships with existing partners to build a sustainable and lucrative multi-year income stream across the following areas:

- Corporate support
- Venue hires
- Hospitality bookings

Prior experience in overseeing corporate partnerships is beneficial though not necessary. We encourage individuals with a proven history of cultivating impactful relationships in a sales or business environment to apply. The Business Partnerships Manager will be a creative problem solver, with exemplary relationship building and customer service skills. Success in this position will hinge on your strategic thinking, and a collaborative, approachable, and adaptable working approach.



Day in the life

Every day looks a little bit different, but you might find yourself communicating with or meeting current or prospective partners, strategising with colleagues on creative partnership opportunities, attending donor events, working with trustees to access their contacts and networks or working with colleagues to deliver branding, ticketing or hospitality agreements.

Practicalities, role expectations and accessibility

The Business Partnerships 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. However, the work is very rewarding too.

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. There will be some travel across London for meetings or events.

Role outline

Relationship management and development

- Be the main point of contact for all corporate supporters, hospitality and venue hire partners and enquiries
- Strengthen and retain relationships, project managing the delivery of agreements, and identifying opportunities to deepen their engagement with the company's work
- Provide any updates, reports and other project information that sponsors or corporate supporters may require
- Ensure that corporate branding guidelines are met in all accreditation, working closely with colleagues in Marketing on delivery
- Ensure the delivery of all benefits to sponsors, corporate members and event bookers including events management, ticket booking administration and accreditation, working closely with colleagues on delivery

Photo on previous page: Audiences at Opera Holland Park © Fabiola Bonnot

Photo on following page: Opera Holland Park Theatre from above © Opera Holland Park



Venue hires

- Negotiate and implement new partnership agreements with visiting companies to the theatre, including evening/day venue hire and wider artistic partnerships, working closely with the production department

Cultivation

- Identify, research and prioritise potential corporate prospects for Opera Holland Park, including paid partnerships, in kind support and hospitality bookings
- Work with the Trustees and Development Board to access their networks and lever support
- Match projects and packages to client needs and tailor existing packages as required to ensure successful sales
- Support the negotiation of new relationships including proposal writing to contract signature
- Work with colleagues across the Development team to identify potential cross-over between companies, charitable trusts and individual donors
- Plan and deliver prospecting events inside and outside of the summer season

Other

- Maintain accurate financial records on corporates, giving and communications via the Tessitura fundraising database
- Play an active role as part of the fundraising team at Opera Holland Park, attending donor events, identifying opportunities across income streams and any other duties as may reasonably be required



Key relationships

- Director of Audiences and Engagement
- Head of Marketing
- Development team
- CEO and Director of Opera
- Ticketing and Customer Insights Manager

Person Specification

Essential criteria

- Collaborative approach; a team-player
- Strong verbal communication and writing skills
- High level of customer care and responsiveness; advanced relationship building and management skills
- Track record of developing new business with some experience working in a fundraising or sales / marketing environment
- Ability to create new leads and contacts with a creative approach to generate business income
- Numerate and IT proficient
- Strong project management skills
- Flexible and resourceful
- Ability to manage a varied workload

Desirable criteria

- Experience using a CRM system for donor relationship development (Spektrix preferred)
- 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 info@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 **17 April 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 in a corporate partnership or sales environment 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. We will be very happy to hear from you.

Thank you for your interest in Opera Holland Park.



Audiences from the stage at Opera Holland Park, 2022 © Opera Holland Park