

# National Theatre



Job Pack  
Corporate Memberships Manager  
*Development (Corporate)*  
Permanent

# About the Development Department



The Development Department is responsible for fundraising at the National Theatre. In 2024 the National Theatre launched the most ambitious fundraising campaign in our history, *Stories Start Here*. This transformational campaign will raise £125 million of revenue and capital funds to ensure the National Theatre is thriving and vital, sparking imagination, nurturing talent, and inspiring the world for generations to come.

The department consists of around forty members of staff split across five teams: Corporate Development, Trusts & Foundations, Major Gifts, Individual Giving and Development Operations. The American Associates of the National Theatre (AANT) is a team of seven (FTE) based in New York who promote the work of the National Theatre in both the UK and the United States. Since 2010, the AANT has granted more than \$35 million to the National Theatre, providing essential funding for the NT's mission. The Department also works with a Development Board of senior external fundraising volunteers, chaired by National Theatre Board member, Elizabeth Pryce.

## **Corporate Development**

The Corporate Development team (where this role sits) secures and manages corporate memberships and corporate partnerships, such as key partnerships with American Express, Bloomberg Philanthropies and Sky Arts, and has an annual target of over £5m.

The National's Corporate Membership scheme consists of over 20 organisations from a range of sectors, including legal, financial services and media. Cumulatively they contribute over £300,000 to the National's annual income across four membership levels.



## Purpose of the Role

We are looking for a candidate with a strong grounding in relationship management who also has an interest in and enthusiasm for new business. The ideal candidate will understand membership schemes and stakeholder management with an ambitious approach to bringing in new business, alongside exemplary relationship building and customer service skills.

Key deliverables include:

- Leading on securing the annual corporate membership target of £300,000 by fulfilling the strategic objectives of the corporate membership scheme with the support of the Senior New Partnerships Manager.
- Delivering best in class account management of current corporate members with a particular focus on engaging higher tier members with the NT and ensuring continued engagement with members throughout the membership term.
- Maintaining an outstanding renewal rate across the membership pool.
- Identifying and executing opportunities to uplift current corporate members to higher tiers of support, including into partnerships.
- Reinvigorating and reformatting the Corporate Membership offering as necessary to reflect current business trends and wider economic climate
- Supporting the overall new business strategy for the corporate team by proactively seeking new corporate supporters to increase membership, sponsorship and partnership revenue.
- Working with the Events team to deliver engaging and successful Corporate Member events.

## Duties and Responsibilities

### Corporate members & in-kind partners

- Account management for all corporate members, delivering and tracking all related benefits of the NT's corporate membership scheme including booking tickets, arranging hospitality and facilitating ad hoc requests efficiently.
- Developing excellent relationships with day-to-day contacts in order to encourage maximum use of membership benefits through regular meetings and sharing recommendations.
- Ensuring all corporate membership contracts are up to date, signed and archived correctly.
- Working closely with the Development Management Accountant to ensure:
  - All corporate membership payments are invoiced, paid and acknowledged in a timely manner.
  - Expenditure is rigorously monitored to ensure the profitability of the membership scheme.
- Account management of several NT in kind partners, delivering partnership benefits and looking for creative ways to develop and grow the partnerships.
- Writing and delivering bespoke annual renewal proposals for existing members.
- Supporting new business generation through research, proposal writing, meetings, event networking and liaising with the NT's senior board of corporate volunteers.
- Building strong and cooperative relationships with internal stakeholders including the box office, digital and marketing teams.
- Maintaining up-to-date systems to record information in the NT's shared database, Tessitura and other manual systems
- Co-ordinating with other team members on content and distribution lists for communications and event invitations such as for Corporate Members Evenings.
- Support the events team with the organisation and delivery of cultivation events and use said events as networking opportunities for new and current members.
- To attend and assist at other Development Department events as required (This post includes occasionally working unsociable hours, including some evening events. We manage time off in lieu locally within the department to support staff who work at our events)

### Responsibilities for all staff

- Update databases and supporter information systems on a regular basis in line with Data Protection legislation and the NT's policy and procedures to ensure all records are up-to-date and accurate.
- Carry out any other duties as requested by your line manager, and the Development Directors.
- Undertake training deemed necessary by your line manager.

- Support the National's communications objectives by sharing information with your manager, team and colleagues as appropriate, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
- Participate actively in regular department and team meetings, contributing to strategy, discussions and decisions.
- Comply with the National Theatre's Health and Safety and Equal Opportunities policies.
- Take personal responsibility for keeping up to date with the work of the National Theatre.
- A commitment to high standards of service delivery and customer care.
- Willingness to work flexibly in approach to work and/or work time requirements.
- Any other duties as reasonably required.



## Person Specification

### Essential:

- Proven success in account management and new business in a target driven environment
- Demonstrable knowledge and understanding of customer service values
- Confidence and resilience at dealing with people at all levels with excellent communication skills
- An understanding of marketing/fundraising/business with good networking skills
- Excellent administrative and multi-tasking skills with experience of balancing a high volume of requests and a confident, tenacious outlook and can-do attitude
- An enterprising approach to corporate fundraising
- An aptitude for working with finance with thorough attention to detail
- A team player with a positive attitude in carrying out all departmental duties.
- Understanding and appreciation of the corporate sector and a passion for the arts
- The ability to carry out sound research
- Knowledge of fundraising database Tessitura or similar
- An interest in theatre

**Contract Type:** Permanent

**Hours:** 35 hours per week. Although additional hours may be necessary in order to fulfil the post's requirements.

**Salary:** £34,750 - £36,750 per annum

**Responsible to:**  
Senior New Partnerships Manager

**Responsible for:** NA

## Recruitment Process

**Link to apply:** <https://jobs.nationaltheatre.org.uk/>

**Closing date:** Monday 19<sup>th</sup> August 2024 at 12 noon

**Further queries:** email: [recruitment@nationaltheatre.org.uk](mailto:recruitment@nationaltheatre.org.uk)



## Our Purpose

The National Theatre (NT) makes theatre that entertains and inspires using its creativity, expertise and unique reach.

We share unforgettable stories with millions of audience members across the UK and around the world – on our own stages, on tour, in schools, on cinema screens and streaming at home.

World-leading artists make their best work at the NT with the widest possible audience and impact.

We invest in talent and innovation on stage and off. We take seriously our role as the nation's theatre. Of the new productions we develop each year with a wide range of theatre companies, a third of that R&D resource is dedicated to shows staged at theatres outside London.

Through touring our work to local theatres and schools and nationwide education and community programmes, we are active in 71 of the 109 levelling up priority areas in the UK.

A registered charity with deeply-embedded social purpose, the NT works with hundreds of schools and communities across the UK to spark imagination and inspire creativity, and to develop skills and pathways for careers in theatre.

Our key objectives as we look to the next five years are towards economic, environmental and social sustainability, upholding a culture that aims to take care of our people and the wider world.



# Our Values

## The values that guide us.

**Make a positive impact**, striving to make the world a better place through theatre.

**Bring your passion**, applying energy and expertise to achieve the highest standards.

**Collaborate to create**, bringing ideas to life through teamwork and forging connection.

**Empower each other**, working to build and uphold an inclusive and equitable culture.

**Act with confidence**, with the courage to make clear, intentional decisions that support our shared vision.

## Benefits

- Complimentary staff tickets for shows, subject to availability and policy
- Discounts in the NT's bars, cafes, restaurants, and bookshop, as well as in local businesses (from Wagamama to local childcare providers & gyms on and around the South Bank)
- Access to interest-free season ticket loan and cycle scheme partnership
- Pension schemes with Legal & General and NEST
- 33 days annual leave increasing up to 40 with length of service (including bank holidays)
- Sabbatical option, subject to agreement and policy
- Generous sick pay
- Family-friendly employer with supporting policies
- Hybrid and flexible working, subject to agreement and policy
- Training and Development Programme via e-learning platform, and specialist in-person training relating to role
- On-site Occupational Health and Wellbeing support
- Free-to-access Employee Assistance Programme, enabling counselling and mental wellbeing support, financial and legal advice, and advice on caring responsibilities
- On-site staff canteen and bar

### **Staff networks and communities:**

The National Theatre has five Staff Networks:

[Disability Network](#)

[LGBTQ+ Network](#)

[Amplified: Network](#) for the Global Majority

[Women's Network](#)

[Parents and Carer's Network](#)

The networks are run voluntarily by our staff.

The NT is also a member of Parents and Carers in the Performing Arts (PiPA)

**We support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. As users of the disability confident scheme, we guarantee to interview disabled applicants who meet the essential criteria for our vacancies.**

**If you would like to speak to someone about any adjustments or concerns you can email [recruitment@nationaltheatre.org.uk](mailto:recruitment@nationaltheatre.org.uk) and we will be in touch with you to make the necessary arrangements.**

