

**THE ART FUND
JOB DESCRIPTION**

Job Title	Development Manager, Corporate
Department	Development Department
Reports to	Development Director
Purpose of Role	
<p>To deliver against Art Fund growth targets by</p> <ul style="list-style-type: none"> • driving sales for the National Art Pass for companies identifying and pursuing opportunities to engage new, and increase existing, corporate member combining B2B and direct sales techniques for maximum return • securing and fulfilling sponsorships for key assets such as Museum of the Year and Student Art Pass <p>Salary: c. £34,000 Permanent</p>	
Key Accountabilities	
<p>Corporate sales</p> <ul style="list-style-type: none"> • Prospect identification and prioritisation: identify target markets and employers for the National Art Pass for companies, understanding their particular motivations and decision-making processes and what influences them • Promotional strategy: work with Art Fund marketing colleagues and our agencies to develop promotional campaigns which appeal to key corporate markets through marketing, PR and other channels • Relationship development: identify routes to reach decision makers such as through conferences, publications and trade fairs. Maintain relationships face-to-face, by email and through peer contacts, such as Trustees or Art Fund donors • Fulfilment and retention: work with internal teams to ensure membership fulfilment is efficient and cost-effective. Develop opportunities and communications throughout the year, and especially at the point of renewal, to support a high retention rate • Product management and development: review demand, barriers to sales, and the product's competitive advantages or otherwise, making proposals for development as necessary • Additional opportunities for companies and museums: recommend if and how NAP for companies could deliver additional value to museums for instance through additional packages i.e. Away Day at the Museum, Art Talks etc. Scope such opportunities as appropriate. • Forecasting and budgetary control: manage a quarterly forecasting process for income targets and tight budgetary control on expenditure • Brand and messaging: work closely with colleagues in Marketing and Communications to ensure the National Art Pass for Employees sits coherently within the Art Fund's brand and among our other membership products <p>Corporate sponsorship</p> <ul style="list-style-type: none"> • Asset definition: work with colleagues and consultants to identify the Art Fund assets with the greatest potential for sponsorship and contribute to their definition and valuation • Brand alignment: identify corporate sponsors with strong brand resonance for both sponsor and Art Fund • Promotion and sale: create and deliver pitches to decision-makers and influences • Contracts and pricing: negotiate sponsorship terms including determining pricing and benefits levels • Internal stakeholder management and delivery: work with colleagues across the Art Fund to ensure high standards of delivery and servicing for corporate sponsors 	

Other Activities, Duties and Responsibilities
<ul style="list-style-type: none">• Contribute to the overall delivery of the work of the Development team• Work closely with Marketing colleagues especially in relation to the National Art Pass• Coach, mentor and support junior members of the team and contribute to their development and training.• Actively participate in the wider life of the Art Fund.• Undertake other duties as requested by the Art Fund from time to time.
Reporting Lines
Reports to the Development Director with close working relationships across the development and marketing teams.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	Educated to degree level or equivalent experience	Fundraising or marketing qualification or training
Knowledge	<p>Excellent understanding of corporate motivations in relation to employee benefits and retention schemes</p> <p>Understanding of membership products and their processes in a business to business environment</p> <p>Knowledge of employee benefit providers</p> <p>Knowledge and experience of relationship management databases</p>	<p>Understanding of and interest in the needs and challenges of the museums and galleries sector</p> <p>Previous experience of the creative industries or professional service sectors or structures of SMEs</p> <p>Knowledge of Dynamics 365</p>
Skills/Abilities/Competencies	<p>Proven ability to make a compelling pitch matched to the needs and interests of a company</p> <p>A creative and strategic approach to identifying and promoting CNAP</p> <p>Tenacity and efficiency in pursuing leads and opportunities</p> <p>Excellent relationship development skills, with a proven ability to influence and negotiate at a comparable level</p> <p>Proven influencing skills at a comparable level</p> <p>Strong numeracy and analytical skills</p>	
Experience	<p>Demonstrable B2B sales or marketing experience</p> <p>Experience of membership sales</p> <p>Direct experience of creating, pitching and securing sponsorship deals with companies at a similar level</p>	
Personal Attributes	<p>Personable and open</p> <p>Effective in developing relationships with people at all levels of seniority</p> <p>Initiative and flexibility</p> <p>A self-starter able to operate both at a hands-on level and with a strategic overview</p> <p>Natural authority to represent the Art Fund to senior business leaders</p>	<p>An interest in the arts and visual arts particularly</p>

