

# Job Vacancy

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## Corporate Development Coordinator (Initially 1 Year Fixed Term with the potential for the role to become permanent)

Department: Development & Communications

Salary Range: £17,500 to £19,500 depending on experience

Deadline for Applications: Please apply as soon as possible for consideration  
on Monday March 5<sup>th</sup>

## Our Mission

Welsh National Opera exists to bring the power, drama and raw emotion of opera to as wide an audience as possible in performances marked by an uncompromising quest for artistic quality.

As a national company with international status, we sit at the heart of music-making in Wales and play a valuable role in the communities we serve in England. We work with our partners to discover and nurture young operatic talent, and provide the springboard for international careers. Touring is our lifeblood and we strive to present the highest quality work across our artistic programme, entertaining and inspiring audiences at our operas and concerts and providing transformative experiences through our youth and community work. Building on our 70 year history and our roots in the communities of South Wales, we aim to demonstrate to future generations that opera is a rewarding, relevant and universal art form.

## Our Vision

We believe in the power of opera to transform lives.

Our values are:

Ambitious – our over-riding ambition is to strive for uncompromising artistic quality. This zeal and commitment is manifest in everything we do.

Intelligent – Opera’s blend of theatre, words, image and music represents one of Europe’s highest artistic achievements. Our work is thoughtful, considered and underpinned by expert knowledge across all disciplines.

Provocative – as opera pioneers we are unafraid to challenge both the art form and our audiences. We will create moving, powerful experiences that are life-transforming. Always inquisitive, we are unafraid to take risks.

Inclusive – we promote a workplace culture where all can thrive. This diversity is reflected and celebrated in our people, audiences, skills and artistic output.

Collaborative – Opera is the most collaborative of art forms, and our output is created by talented teams working together. Beyond the company we work positively with our many partners to help them achieve their goals.

## Our Goals

Goal 1: Artistic

Open up opera through presentation, content, innovation and accessibility

Goal 2: Income

Unlock our creative and artistic capital to grow our income streams

Goal 3: Audience

Grow and diversify our audiences by creating a buzz, increasing engagement and becoming unmissable

Goal 4: Relevance

Increase our relevance and inspire ownership throughout Wales, England and internationally

The energy which drives the Company today is rooted in its formation in the 1940s. In 1943, WNO was founded by a group of people from across South Wales including miners, teachers and doctors. They

wanted to forge an opera Company befitting Wales's rich reputation as the 'land of song'. The first rehearsals took place above a garage in Cardiff and their first performance was in April 1946 with the double bill of *Cavalleria rusticana* and *Pagliacci*. From those early days through to today, WNO has attracted some of the world's best opera singers, and indeed offers many young singers their first steps to international renown. Welsh National Opera has been led from the pit by a series of great Music Directors and has worked with many of the art form's most influential directors; traditions which continue to this day. Tomáš Hanus joined WNO as Music Director in August 2016. At its heart sit the Company's two full-time ensembles, the 40 strong Chorus and 55 strong Orchestra. The Company's funding structure is unique amongst large-scale arts organisations in the UK as it receives its core funding from both the Arts Council of Wales and Arts Council England. The Company performs at its home base – the state-of-the-art Wales Millennium Centre, Cardiff and tours in Wales and England performing to over 120,000 people each year.

Today WNO is an ensemble of passionate and committed musicians, artists, craftspeople, technicians and administrators. It employs over 250 people and has a turnover of £16m. WNO is well poised to drive the next chapter of its exciting journey having recently appointed Mark Molyneux to the position of Chair of the Board and Leonora Thomson to the position of Managing Director. David Pountney, one of the world's most influential opera directors, joined WNO to lead the Company as Chief Executive in 2011 prior to becoming the Company's Artistic Director in December 2015. Starting with *Free Spirits* in spring 2013, David's programming centres around themed seasons which bring different but thematically-linked works together. Through these themed seasons WNO hopes to take audiences on a journey of discovery and introduce a new generation of opera lovers to this great art form along the way. Leonora works alongside David to execute strategy and build upon what is already regarded as a world-renowned organisation.

## About Cardiff – The Home of Welsh National Opera

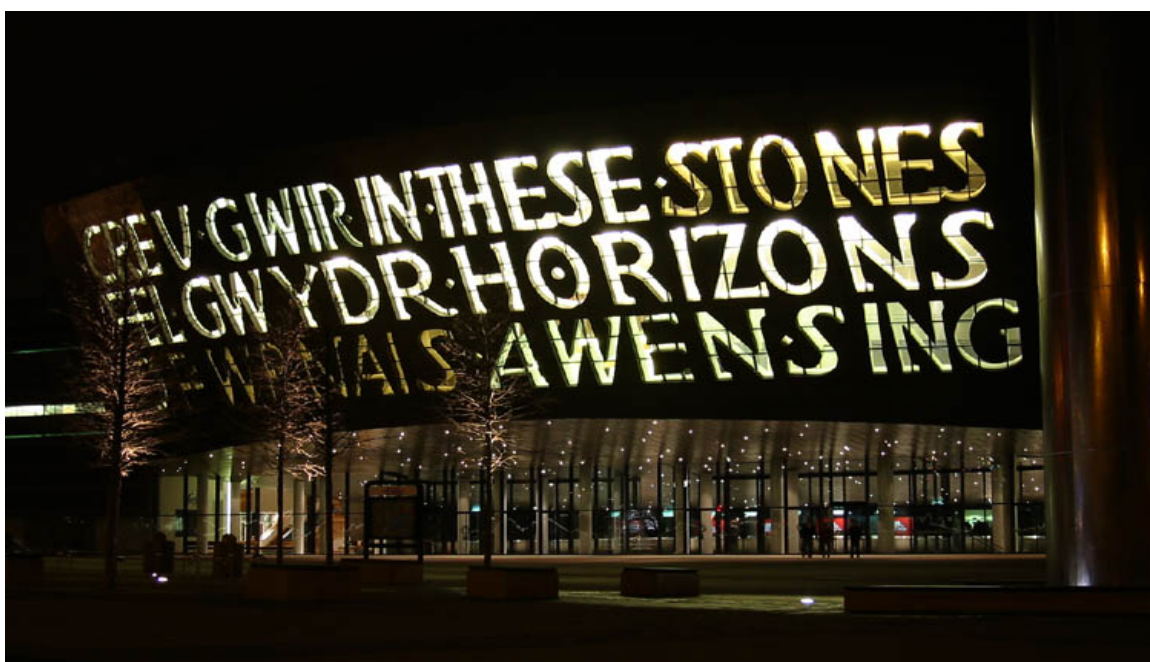
Cardiff is a city proud of its culture, history and language. The capital of Wales since 1955, Cardiff has embraced the role with vigour, emerging in the new millennium as one of Britain's leading urban centres.

Cardiff is a compact city; an ancient castle to the north of its centre; a thriving waterfront at Cardiff Bay to its south; Cardiff combines ancient history, sporting excitement, ultra-modern development, eclectic culture and activities. Cardiff is a friendly, diverse and exciting capital city, just 2 hours by train from London.

Cardiff offers a startling range of unique attractions, top class entertainment and quality shopping with a difference and is easy to explore on foot with attractions such as the National Museum Cardiff, spectacular Cardiff Castle and the impressive Principality Stadium, all within the City Centre, while Cardiff Bay is a short hop away.

Cardiff is also a thriving hub for the arts and media in Wales and internationally and a flourishing film and TV industry. Many mainstream television programmes such as Torchwood, Merlin, Gavin and Stacey, Casualty, Sherlock, Upstairs Downstairs, The Hollow Crown Shakespeare series of plays and Pobl y Cwm are all being produced by BBC Wales and S4C, with Doctor Who attracting fans from across the globe. Cardiff also hosts many musical events including the prestigious Cardiff Singer of the World annual competition which draws a huge international audience of fans to the city as well as many arts and media students who chose to study at the Royal Welsh College of Music & Drama, Cardiff School of Journalism, Media and Cultural Studies is based at Cardiff University, a member of the prestigious Russell Group of leading universities and the Cardiff School of Creative and Cultural Industries at the University of South Wales.

Along with the innovative architecture of Cardiff City Centre with its historic buildings, Cardiff Bay offers a great mix of dining, shopping, activities, waterside views, arts and entertainment for everyone. At its heart is Wales Millennium Centre, the home of Welsh National Opera.



## Department Description

The Development & Communications Department has the following key objectives:

- To raise an agreed annual fundraising target, currently c. £1.7 million a year
- To work with the media to present the company in a positive light
- To take lead responsibility for the management of the company's brand identity
- To profile the Company to and build relationships with stakeholders including Government, Arts Councils and other key influencers.

The Development team is responsible for achieving the fundraising target. This is primarily managed through our network of relationships with individuals, trusts, foundations and businesses. We also deliver a wide range of fundraising and cultivation events each year.

For individuals, we promote multi-level options for giving such as the Annual Fund, which is an entry level scheme for individuals that wish to make one-off or regular philanthropic donations, WNO Friends membership scheme and WNO Partners, which is a mechanism for regular, structured philanthropy. We also seek to secure one-off donations through fundraising circles established to support the staging of new productions and specific aspects of the company's output, in addition to major gifts and legacies.

At any given time, we are supported by upwards of 20 trusts and foundations, which support a cross-section of the company's work, from the staging of new productions, community based projects, the development of talent, creative digital projects, to the sustainability of the Company's core programme of work.

We develop business relationships by creating bespoke packages that meet the business objectives of corporate supporters and utilise all the assets that WNO has to offer. In recent years WNO has established successful partnerships with companies ranging from small local firms to global brands. We have an excellent record for offering bespoke, flexible and imaginative approaches to sponsorship and corporate hospitality.

The Development & Communications department also includes the Press and Public Affairs team. The Press and Public Affairs team influences the company communication strategy and promotes the WNO profile by liaising with journalists and critics working across all media platforms to generate press coverage for the Company and its work. The content generated by the Press and Public Affairs team informs and is utilized by other teams within WNO to effectively communicate with external stakeholders. The team handles press enquiries from around the world and is also responsible for the Company's production photography. It also oversees outside broadcasts and documentaries, liaising between the media and the artists.

## Job Description

Job title: Corporate Development Coordinator

Responsible to: Senior Development Manager

### Main purpose of job

Welsh National Opera are looking to appoint a Corporate Development Coordinator who will contribute to the process of generating income from businesses by strengthening and building WNO's portfolio of business partners and prospects through effective research, database management, stewardship and relationship management. Equally important is the development of a thorough understanding of WNO's brand, its assets and Company activity in order to identify interesting and creative opportunities for business support and engagement.

### Scope and dimensions

The post is responsible for delivering an effective process to include regular research, identifying new prospects, maintaining accurate records on the fundraising database Tessitura and ensuring the delivery of sponsor benefits to maintain and grow WNO's portfolio of corporate partners.

We are looking for a proactive and ambitious individual who will work effectively with WNO colleagues to generate new ideas and create bespoke proposals that satisfy individual business objectives and utilise the many assets WNO has to offer to businesses.

The post holder will develop a range of business relationships through delivering on communications, benefits and events as required and provide relevant support to the Senior Development Manager and Director of Development, Communications & Strategy.

### Key responsibilities include

- Work with the Senior Development Manager to maintain and renew sponsorship support from existing corporate partners to include all relevant administration and reporting as necessary;
- Consistently develop knowledge and understanding of business sector news to better understand existing sponsors and to identify new prospects in line with company activity and departmental strategic objectives;
- Work with the Development & Communications Operations Manager to develop focused research projects to identify new corporate prospects and determine solicitation plans as agreed with the Senior Development Manager and Director of Development, Communications & Strategy;
- Liaise with staff across all departments to identify opportunities that may be of interest to current and potential corporate supporters and develop suitable propositions that meet specific business objectives and deliver targeted benefits;
- Engage with colleagues internally and with advisors externally in the cultivation and development of corporate partners as agreed with the Senior Development Manager and Director of Development, Communications & Strategy;
- Work with Head of Events to organize and attend events for cultivation purposes and for delivery of benefits to the corporate portfolio;

- Work with the Development and Communications Officer to ensure that sponsors are appropriately acknowledged and receive adequate profile.
- Work with the Development and Communications Assistant to ensure sponsor ticket requirements are arranged;
- Track and record all partnership benefits and keep accurate records of partnership activity for case-studies and evaluation;
- Work with the Senior Development Manager and Development and Communications Officer in the production of high quality and targeted communications to promote WNO's offer to the business community.
- Represent WNO externally to advocate for the Company's work and present a compelling case for support.
- Maintain all relevant donor and prospect data on Tessitura, the organisations Marketing and Fundraising database, in accordance with established departmental procedures to ensure that the data is properly held, maintained and used to best effect ensuring best practice and adherence to the General Data Protection Regulation (GDPR).
- Support the production of department mailings and event invitations;
- Monitor progress against plans and provide regular status updates on prospects and portfolio for the Senior Development Manager
- Attend WNO events in the evening and at weekends as required;
- Support wider Development Department planning through contributing creative ideas, engaging in Development campaigns, demonstrating awareness of appropriate networks and organisations which aim to build external intelligence.
- Undertake any other duties and responsibilities that may be reasonably expected and required.

#### **Location**

Cardiff, but the job will involve travel for meetings and events.

#### **Health & Safety**

The post carries responsibility for Health & Safety issues at Level 6 (see attached).

# Corporate Development Coordinator

## Person Specification

The ideal candidate will be able to demonstrate the following experience, skills and attributes:

### Experience

- Experience in an external relations and administrative role.

### Skills

- Excellent organisational, administrative and numerical skills.
- Excellent interpersonal, aural and written communication skills.
- Excellent time management.
- Excellent attention to detail.
- Competent in the use of Microsoft Office applications.
- Experience of recording and managing data on a database (training will be provided on the department's Tessitura CRM database)

### Personal attributes

- Flexible and adaptable with calm and practical approach to problem solving.
- Ability to work with competing priorities ensuring deadlines are met.
- Ability to work effectively on your own initiative and part of a team.
- Ability to liaise successfully at variety of levels.
- Ability to be flexible and adaptable.
- Ability to think creatively and maximise opportunities to achieve objectives.
- Hardworking and committed.
- Personal drive to succeed, develop and persevere to achieve objectives and gain experience.
- Ability and willingness to work out of normal office hours and to attend WNO events on tour.
- Genuine interest in WNO and the Company's work.

### Desirable

- Experience of working in a fundraising environment.
- Practical experience of using Tessitura.
- Experience of working events and/or customer service role.
- Demonstrable awareness of the business sector.
- Research experience.



## Employee Benefits

### **Pension**

All employees are automatically enrolled into WNO's Stakeholder Pension Scheme (the "Plan") or such other registered pension scheme as may be set up by the Company as a Qualifying Workplace Pension Scheme three months after joining the Company, subject to satisfying certain eligibility criteria.

### **Maternity/ Paternity/ Adoption**

We offer a generous scheme which provides payments in addition to statutory provisions.

### **Childcare Vouchers**

The company operates a Childcare Voucher Scheme with Computershare. The scheme is a government approved, tax-efficient way of paying for childcare.

### **Corporate Leisure – Gym Membership**

All employees are eligible to obtain the Active Corporate Card operated by Cardiff City Council which is available at a 25% reduced rate and covers various leisure facilities throughout Cardiff.

### **Discounts**

The Wales Millennium Centre offers discounts to residents at selected outlets within the building and selected restaurants around Cardiff Bay on presentation of ID cards.

### **Discounted Cinema Tickets from Cineworld**

Please contact HR for an access code.

### **Staff Parking Discount with Q Park**

We have a corporate rate with Q Park, Pierhead Street (opposite WMC).

## Main Terms and Conditions

- Salary £17,500-£19,500 salary per annum, depending on experience, payable monthly by credit transfer to bank.
- The offer of an appointment is subject to receipt of two references that are satisfactory to the company.
- The appointment is subject to a probationary period of six months.
- Termination of engagement during the probationary period is by one month's notice on either side. Termination thereafter is by one month's notice on either side.
- Normal office hours are 9.30 to 5.30, Monday to Friday, with a 1-hour lunch break, but it should be understood the job involves regular work outside these hours and therefore there is a need to be flexible in working outside normal office hours and at weekends.
- Holiday entitlement is 25 days per annum (pro rata during first year of employment).
- Sickness benefit during the probationary period is at the statutory minimum. Entitlement after completion of the probationary period (26 weeks qualifying period) is a maximum of 13 weeks at full salary and 13 weeks at half salary, inclusive of statutory sick pay in both cases.
- The Company offers a contributory pension scheme.

# Health and Safety

## Individual Responsibilities

All Employees

(Level 6)

Every employed person, including Managers.

## Responsibilities

All employees are responsible for:

The observance and implementation of rules and systems which are derived from the Health and Safety Policy and the arrangements for its implementation.

Taking reasonable care for their personal health and safety and that of fellow employees and others who may be affected either directly or indirectly by their acts or omissions at work.

Reporting promptly to the appropriate Manager potential or actual hazards and defects.

Taking part in any health and safety training considered by the Company to be necessary in order to comply with the Company Health and Safety Policy and current legislation.

Knowing the correct action to be taken in the event of an accident, fire or other emergency.

Cooperating with Management and other employees in meeting statutory requirements.

Not interfering with or misusing anything provided to protect their health, safety or welfare which is required by legislation and using any machinery, equipment, substance or safety device in accordance with any training and instruction.