

# Edinburgh International Festival Head of Partnerships



*The original festival*

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# Background Information

We're the one that started it all, the igniting spark which established Edinburgh as the world's Festival City.

As a global celebration of performing arts in Scotland's capital city, since 1947 we've welcomed the world to experience our curated programme of the finest performers, companies and works in dance, opera, music and theatre. Through their artistic excellence we create space for reflection and reconciliation, debate and celebration, and bring people of different cultures and viewpoints together.

Beyond what you see on stage, we aim to be a beacon for the creativity, curiosity and potential held within individuals and communities across our nation and internationally. We offer year-round pathways for people of all ages and backgrounds to discover and participate in live performance, and to help shape the future of our Festival. By nurturing the next generation of artists – from inspiring primary school children to mentoring rising talent – we want this legacy to be felt for years to come.

Our vision is simple: to provide the deepest experience of the highest quality art for the broadest possible audience.

We work collaboratively and constructively at all levels of government — the City of Edinburgh Council, the Scottish Government and the UK Government — and the Festival is also a major moment in the international relations calendar. As we occupy a global stage during August, we are at the forefront of cultural diplomacy. In 2023 we welcomed more than 20 international delegations including ministers, ambassadors, city leaders and other international festivals representing nations including Australia, Brazil, Germany, Norway, Korea and the US.

While the August Festival deservedly receives the most public acclaim, our work continues year-round through arts learning, community engagement, and efforts to improve our accessibility, sustainability and financial resilience.

**For more information, see**  
<https://www.eif.co.uk/social-impact>.



# Our Year In Numbers







## The future

2023 marked the start of a new phase when we welcomed our new Festival Director, Nicola Benedetti, our first Scottish, first female and first performing artist to hold the post. Nicola's passion, enthusiasm and refreshed vision has given us a new energy and clear sense of direction, which has helped us to develop a new strategic plan to guide us for the next 5 years. Our priorities will focus on:

**Programme** – Present an artistic programme of the highest excellence, that connects people and cultures from around the world

**Audiences** – Reimagine a distinctive audience experience with broad appeal that results in a deeper culture of listening and understanding

**Cultural Leadership** – Demonstrate global leadership and contribute to the civic and cultural life of Scotland

**Financial Sustainability** – Put the Festival on a sustainable financial footing

**People & Culture** – Offer a welcoming and inclusive culture where people are supported and enriched by working with and for the Festival

We have a plan to deliver an ambitious programme for the people of Scotland and our international partners.

We're working to remove as many physical and systemic barriers as possible, to broaden our audiences and deepen their experience and engagement with the arts. The importance of bringing great art into people's lives has never been more crucial as together we navigate our way through an uncertain future borne out of constrained public funding, skills shortages, inflation and a cost-of-living crisis.

## Fundraising and partnerships

Fundraising and partnership support is critical to us achieving our mission. Along with public funding, it remains the main sources of our income, representing 61% of total revenue, while ticket sales account for 22%.

Annually, we raise c. £4m – 4.5m, of which Partnerships income is c. £1.5m pa across corporate, strategic and international partners. We are living through an extraordinarily challenging time and yet the ambition of the Festival in many ways has never been greater. To continue to present a festival of the same quality and scale, and to increase our social, economic and cultural impact, will require increased investment now and into the future.

We want to secure more high-value and multi-year commitments, and strengthen our endowment.

We will achieve this through focussing Festival partnership opportunities on our organisational vision and mission and secure funding for strategic pillars of our work, building up other areas of fundraising (e.g. legacies and international donors) and working collaboratively across the Festival teams to optimise and leverage our inhouse expertise and resources. A revised partnerships strategy will elevate our approach to sponsors and partners, and ensure relevance, diversify income, and build longer term partnerships with even greater impact.

To help us achieve this, we are now seeking an experienced, ambitious and dedicated Head of Partnership to help take our high-value fundraising and partnership work to new heights. We need you to help us deliver this unparalleled celebration of the performing arts, which brings some of the most exciting and creative artists working today to audiences from around the world. Could that be you?

**For further information visit:**

<https://www.eif.co.uk/>

**Annual Review 2023:**

[https://issuu.com/edintfest/docs/annual\\_review\\_2023](https://issuu.com/edintfest/docs/annual_review_2023)

# The Role

## Job Title

Head of Partnerships

## Location

Edinburgh, UK

## Contract

Permanent and full-time

## Reports to

Director of Development

## Responsible for

Overall team of 4

## Direct Reports

Corporate Partnerships Manager  
Senior Officer of International  
Partnerships  
Project Coordinator

## Purpose

The Head of Partnerships leads an ambitious partnerships strategy to raise more than £1.5m pa. The Head of Partnerships oversees a team of four, collaborates with the Head of Philanthropy and Head of Events & Stewardship to ensure a comprehensive and coordinated fundraising strategy across the Development Department, and works closely with the Chief Executive, Festival Director and Senior Management Team to ensure alignment with strategic aims and the Festival's business plan.



# Key Criteria for Success

*After 12 months in post, the successful candidate will have:*

- Worked closely with the Director of Development to devise and implement a plan to grow and cultivate the pipeline of prospective high-value partners
- Initiated and activated a number of new partner relationships through working with senior leadership and volunteers, with a focus on multi-year commitments
- Achieved the annual Partnerships financial target of £1.5m and progress benchmarks throughout the year
- Developed an understanding of the full range of activities of the Festival and established credibility with colleagues across the organisation through the development of strong professional relationships
- Designed and started delivering excellent partnership supporter journeys
- Developed and be running at least one consortium of partners
- Galvanised and inspired the Partnerships team towards delivering at a new level of activity and ambition



# Key Responsibilities

The Head of Partnerships is responsible for £1.5m+ pa of partnerships income across corporate, strategic, and international partners, including major trusts & foundations and publicly funded project grants, in support of the Festival's strategic aims, ambitions and programming. The Corporate Partnerships Manager, Senior Officer of International Partnerships and Project Coordinator report to this role, and work within the Development team and across the organisation, particularly with the Programming Department and Executive Office, to engage prospects and current supporters in all aspects of the Festival's work. You will maintain a small but high-level portfolio of partners, lead on the generation of new partnerships income, and oversee the development of a strong prospect pipeline and portfolio management across the Partnerships team.

You will be responsible for leading and managing a team of four, generating work and providing project oversight on cross-departmental endeavours, and serving as the internal lead and champion for a coordinated, organisation-wide partnerships activation strategy.

You will raise the focus from individual projects and towards more strategic pillars of activity, identify key angles to engage partners, brainstorm innovative activation opportunities, and secure more multi-year commitments.

You will manage the Partnerships expenditure and income budgets, providing regular reports on progress and reforecasting, and collaborate closely with the Head of Philanthropy and Head of Events & Stewardship to ensure cohesive working across the Development Department.

The Head of Partnerships, along with the Heads of other departments at the Festival, serves as a leader within the organisation and is expected to contribute meaningfully to the successful achievement of the Festival's strategic aims and business plan. In this role, you will be a leader, mentor, manager, and frontline fundraiser.

## Strategy and Fundraising

- Implement and strategically evolve the Partnerships fundraising strategy to meet or exceed partnerships income targets year over year
- Deliver tailored fundraising tactics and schemes for corporate, international and strategic partners, including major trusts & foundations and publicly funded project grants, within the Development Department's broader strategy and the Festival's business plan
- Scope and define the Festival's assets and opportunities, further develop our value proposition, and proactively identify and pursue strategic partnerships that align with our mission
- Design and deliver a rolling consortia plan to engage multiple stakeholders internally and externally towards supporting strategic areas of opportunity
- Personally manage a small, high-level portfolio of major partner relationships as well as supporting partners' relationships with the Chief Executive, Festival Director, and Board Chair
- Develop and negotiate complex and multi-faceted proposals, pitches, funding bids, contracts, and agreements with Partners, working closely with colleagues such as Copywriter and Audience Insights Manager.
- Design innovative and attractive activation opportunities that leverage the existing offering and resources within the Festival and staff
- Ensure the timely and accurate fulfilment of contractual obligations, deliverables, proposal & reporting requirements, evaluations, and promised benefits
- Supervise the Project Coordinator in managing the Festival's cross-departmental projects including proposals, measurement/evaluation, and reporting for multi-year public funding, publicly funded project grant bids, major trusts & foundations, and major partnerships
- With the Head of Events & Stewardship, design a year-round engagement and stewardship strategy for prospects and current partners and funders, with a particular focus on the August Festival period



- With the Head of Philanthropy and Head of Strategy, leverage institutional events, projects and information for mutual benefit
- Keep up to date with relevant networks and sector peers to stay abreast of best practice and innovations in partnership development.



## Management

- Oversee and manage the work of the Corporate Partnerships Manager, Senior Officer of International Partnerships, and Project Coordinator, delegating and supervising work appropriately
- Set team goals and metrics, and track and report progress
- Provide leadership and coaching for the Partnerships team, including identifying opportunities for professional development and skills training
- Serve as a motivational senior leader within the Development Team and the Festival
- Contribute to cross-organisational projects and policy development
- Work collegially across the Festival team, building relationships, identifying opportunities for collaboration and maximising the in-house resource and expertise that will support delivery against fundraising plans and objectives

## Budget and Finance

- Set annual Partnerships income targets and monitor progress toward goal, including assigning individual targets for Partnerships team members, maintaining accurate financial records, and providing regular reports and metrics to the Director of Development

- Set annual Partnerships expense budget, monitor and report on actuals to-date, and work with the Director of Development to ensure a balanced comprehensive Development Department expense budget
- Ensure all income is accounted for and documented appropriately, acknowledged correctly, and complies with financial and legal requirements

## General

- Monitor industry information and take an active role in identifying opportunities for funding from all sources including local, national and international businesses; domestic and international governmental agencies (such as Embassies and cultural institutes), major trusts & foundations, and publicly funded project grant programmes (such as Event Scotland, EXPO, Lottery distributors etc)
- Represent the International Festival at external events/conferences, protecting and promoting its reputation at all times
- Adhere to the International Festival's ethical fundraising policy and assess due diligence research prepared by the team
- Undertake any other duties as may be reasonably required



# Person Specification

## Experience and knowledge

### Essential

- Demonstrable experience in a fundraising or related business development role, ideally with a focus on new business acquisition and partnership activation
- Background of successfully working within and across a collaborative organisation with international scope.
- Experience of designing attractive and innovative partnership strategies and offers
- Proven track record of pitching, negotiating, and securing major partnership agreements at the six-figure level or more
- Experience leading and directing relationship management with partner contacts at all levels, including C-suite executives and preferably with high-profile domestic and international governmental figures
- Extensive knowledge and understanding of corporate, international, and governmental fundraising policies, rules, regulations, and contract/agreement terminology

- High level of financial literacy – ability to understand and summarise financial information and demonstrate value for money in proposals, during negotiations and in reports
- Experience leading and managing a team within a matrixed organisation
- Proficiency in Microsoft Office; knowledge of a CRM (EIF is on Spektrix) is a plus

### Desirable

- Experience of fundraising for the performing arts sector
- Knowledge of international governments and funding bodies, and how to leverage their shared policy and diplomatic priorities towards securing support.



## Skills, abilities & attitudes

- Ability to understand and identify partnership opportunities, develop a creative strategy, and implement plans across a team
- High level of resilience, self drive and emotional intelligence
- An entrepreneurial and growth mindset
- Ability to develop and maintain strong working relationships internally and externally, influence decisions and negotiate under pressure
- Flexible and adaptable to new ways of working
- Ability to create and drive change
- Confident, collaborative and approachable colleague, with the ability to bring people across organisations together to work towards a shared purpose
- Excellent interpersonal skills, such as diplomacy, persuasion, networking, and public speaking
- Excellent verbal, presentation, and writing skills with a keen eye for creative and impactful proposals and formal materials
- Aptitude for project management and delegation, and strong attention to detail whilst not losing sight of the bigger picture



# Terms & How to Apply

## Terms

The full salary range for this role is £48,000 - £58,000 per annum. To discuss the salary and package, please call **Sonja Dunphy**, Managing Director at Richmond Associates.

### Working days/hours:

35 hours per week, by agreement within standard office hours of 9.30 to 17.30, Monday to Friday. At peak times, and particularly immediately before and during the International Festival, it will be necessary to work outside standard hours and at weekends.

### Working arrangements:

We are located in Edinburgh, where all roles are based. To support flexibility we have a Smarter working policy, and are open to discussions as we move through the recruitment process.

### The package includes:

Annual leave entitlement: 25 days per annum (with 3 days requiring to be taken between Christmas and New Year) plus 10 days public holiday, of which 5 days are fixed and 5 are floating days.

Pension: Royal London Pension plan with 4% employer contribution and minimum 4% employee contribution.

Life assurance scheme

## How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant experience and achievements in recent posts.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.
5. Completed equal opportunities monitoring form by following **this link**. For more information on the EIF's recruitment equality statement, please visit **<https://www.eif.co.uk/jobs>**



# Next steps

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

Interviews with the EIF will take place from **early May 2024**.

## Edinburgh International Festival Equality and Diversity Commitment

The Edinburgh International Festival is an equal opportunity employer, and we value diversity. We believe that an inclusive culture is the foundation for a successful workplace, and we strive to grow our diverse representation across our staff, our artists, and our audiences.

We are collecting data to measure the effectiveness of our recruitment methods, to ensure that they are fair. We strive to ensure our opportunities are accessible to people from all backgrounds.

We actively encourage applications from currently under-represented groups. We have identified ethnic minority backgrounds, and disabilities as the key areas we would like to focus our recruitment efforts in.

## Disability Confident Employer

We're committed to creating a workplace where everyone feels like they belong. We want to make our recruitment practices as inclusive and fair as possible, and as part of that, we have joined the Disability Confident scheme, this is a government scheme designed to help us make the most of the talents of those with disabilities and/or health conditions in the workplace. All applicants with a disability who meet the minimum requirements of the job as set out in the job description are guaranteed an interview.

## Rooney Rule

We are building a Festival team that is able to understand the needs of and effectively communicate with the whole of our diverse community. We want our team to reflect the diversity of the wider population. This includes the representation of people from ethnic minority backgrounds and we apply the Rooney Rule to achieve this.

Adapted from American football, this is a form of positive action. We recognise that our workforce does not reflect our wider communities, in terms of people from ethnic minority backgrounds.

Subject to consent from our equality and diversity form, out of the candidates who meet the essential selection criteria for the role and who are from an ethnic minority background, at least one will be shortlisted for the next stage in the recruitment process, which is usually an interview.

Closing date for applications is 09:00 on Wednesday, 24 April 2024.

Please send your application to **Shanelle Chong**, Business Support Assistant

✉ [info@richmond-associates.com](mailto:info@richmond-associates.com)

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