

Melbourne Symphony Orchestra

Head of Philanthropy



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Background Information

With a reputation for excellence, versatility and innovation, the Melbourne Symphony Orchestra (MSO) - a cornerstone of Melbourne's rich cultural heritage and Australia's oldest orchestra - works to inspire and engage its community and represent it internationally.

Established in 1906 to share the beauty of orchestral music with the people of Victoria, today the MSO is recognised as one of our country's largest employers in the performing arts and an internationally-recognised ambassador for Australian arts, contributing greatly to Victoria's cultural economy. The MSO engages more than five million people annually in Australia alone through concert performances - live and online, learning opportunities, recordings, and broadcasts.

The Orchestra employs over 400 people made up of permanent and casual musicians and staff and draws on a broad community of volunteers both on stage and behind the scenes. To support our artistic program, MSO currently counts on over 120 members of the MSO Chorus.

As custodians of the great tradition of orchestral music, the MSO annual season features the world's finest artists, both new and established talent from Australia and abroad performing core classical repertoire.

At the same time, as a contemporary cultural organisation focussed on innovation and a sustainable future, we also serve a new generation by delivering performances and programs for diverse audiences that reflect our changing communities in Victoria and throughout the world. We contribute to the social and intrinsic value of Victoria's cultural economy and take a whole-of-state position that all Victorians, no matter where they live, have the right to participate in cultural experiences.





The MSO is committed to creating viable career paths for young artists and cultural workers, and to nurturing the talent of its world-class musicians. Supporting emerging and First Nations artists through professional development, competitions, commissions and collaborations serves to build our art form for future generations.

The MSO also recognises that music is essential in every child's education and that arts play an important role in developing the general skills of those in our communities. MSO provides opportunities for people of all ages to discover, explore, and extend their knowledge of music through performance, workshops and online experiences.

MSO engages with the community in person and online, including through its digital home MSO.LIVE. We connect with our audiences in the city and outer-suburbs of Melbourne, as well as in regional and rural Victoria, across Asia and the world. It does this by listening to, understanding the diverse needs and expectations of, and delivering on its commitment to its stakeholders, its audiences and its people.

MSO Values And Behaviours

Excellence - We are the best we can be, artistically and commercially.

Leadership - We lead by example as proud and passionate advocates of our art form and our people, in Australia and on the global stage.

Innovation - We are creative and seek new ways to inspire and engage our stakeholders.

Collaboration - We are one orchestra and work cohesively with our partners and communities to achieve our goals.

Respect - We respect all those with whom we interact. We are ethical, honest, and transparent.

Integrity - We will be open and honest, reliable and respectful, and ethical at all times.

Accountability - We are responsible and accountable.

Diversity - We reflect the diversity of our stakeholders to remain relevant, vibrant and inclusive, and engage all aspects of the Victorian community we represent.

Philanthropy and Grant Funding

The MSO is funded principally by the Australia Council, the Commonwealth Government's arts funding and advisory body, and the Victorian Government through Creative Victoria, Department of Jobs, Precinct and Regional (DJPR).

The MSO also relies on the generosity of its philanthropic community and funding bodies to support the vast programs they deliver each year. Following almost two years without live performance and box office revenue, the Company's current focus is to rebuild its great orchestra and return to full capacity, delivering all the concerts, learning programs and events the community loves.

Philanthropic gifts can contribute to a particular area of the Orchestra's work including commissioning, regional touring, the instrument fund, learning and access, First Nations programming, or the MSO Chorus, among others.



Adopt a Musician

Supporting the Adopt a Musician program, donors can honour a musician's talent, artistry, and life-long commitment to music. Donors gain a deep insight into the career and world of their chosen musician and directly contribute to their career success.

Patrons Program

An annual gift of \$500 or more ensures that the MSO can continue doing what it does best – bringing the best music to its audiences, commissioning new Australian work, and supporting its talented musicians. Patrons enjoy a range of exclusive events and experiences including behind the scenes access.

Planned Giving

All bequests made to the MSO are directed to their endowment, helping to build their Foundation and long-term sustainability. Bequest donors are invited to join the Melbourne Symphony Orchestra's Conductor's Circle, with invitations to become closer to the MSO and its musicians through various special events and opportunities across our annual season.

Trusts and Foundations

Each year the MSO is fortunate to receive around \$1.2m in funding from various trusts and foundations that support important MSO programs and initiatives, both on and off the stage. This funding support enables the MSO to deliver quality experiences to the community they serve, including initiatives to support learning, access to the arts, and engagement with our First Nations; The Pizzicato Effect for students in the City of Hume, subsidising tickets for students and young people, touring to regional Victoria, and artist development programs.

For further information on the MSO, visit:

<https://www.mso.com.au/>

To view the MSO 2020 Annual Report and fact sheets on the MSO: <https://www.mso.com.au/behind-the-music/about-us/annual-reports-and-fact-sheets>

For further information on giving to the MSO: <https://www.mso.com.au/support-us>



The Role

Job Title

Head of Philanthropy

Hours

Full time

Location

Southbank Offices, Melbourne, Australia

Reports to

Director of External Affairs
and Philanthropy

Direct reports

- Philanthropy Lead - Administration and Programs
- Philanthropy Lead - Campaigns and Communications
- Donor Liaison

Key internal relationships

- Finance, Partnerships, Sales and Marketing Teams
- Learning, Engagement and Innovation Team
- Musicians and Orchestral Management Team

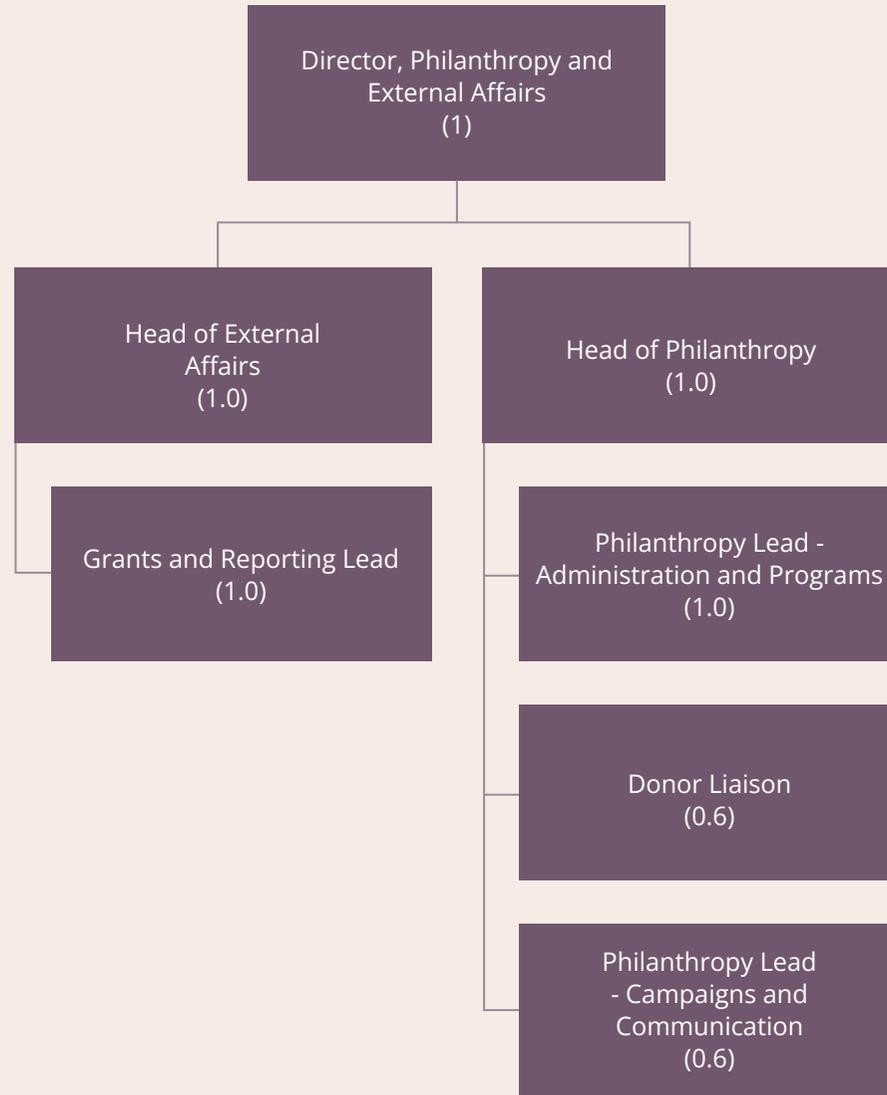
Purpose

The main responsibilities of the Head of Philanthropy are to:

- Manage and coordinate a highly engaged, target-driven, and motivated Philanthropy team.
- Raise philanthropic funds for the MSO and its endowment to achieve financial targets.
- Build MSO's planned giving program.
- Identify and cultivate major/Donor prospects, steward, nurture, and service to optimise long term value.
- Attract new philanthropic relationships and build relationships with MSO Patrons.
- Provide reports, analysis and evaluation on the initiatives of the Philanthropy Team.



Team Structure



Key Criteria for Success

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

- Worked closely with the Director of External Affairs and Philanthropy to further develop and deliver on the strategy for Philanthropy.
- Achieved agreed financial target of \$5m.
- Carried out a review of the current philanthropy programs and systems/processes and revised or altered as required.
- Further developed and established a new planned giving program.
- Established themselves as a key senior member of the External Affairs and Philanthropy team.



Key Responsibilities

Strategy, Reporting, Analysis and Evaluation

- Support the Director of Philanthropy & External Affairs in the development of annual and project-specific strategic plans for the Philanthropy Team.
- Implement the fundraising strategy at a tactical level to deliver against fundraising KPIs (e.g. major commitments secured, lead generation, forecastable income, retention rate).
- Provide timely and accurate written

reports and presentations on the progress of initiatives and financial results as outlined in the strategy and operational plans of the Philanthropy Team.

- Analyse trends from philanthropy activity including campaigns, major gifts, bequests and endowment.
- Make recommendations to review the annual campaign strategy.

Fundraising

- Secure gifts through growth in special interest philanthropic groups such as the Giving Circles, Adopt a Musician, and MSO Artistic Family; and by identifying and converting pledges to build MSO's endowment.
- Develop and oversee an annual giving and engagement program for patrons, major donors and institutional funders that include consistent recognition, delivery of imaginative and exclusive benefits and relationship support.
- Develop and oversee a new bequest program, including a marketing plan and strategies to build on the pipeline of new bequest donors to the company.
- Contribute to initiatives to maintain existing donors, providing outstanding stewardship, and acquire new patrons including prospect research, effective database mining, development of prospect profiles and cultivation plans. Identify potential bequest and major gift donors, and assist in linking donors to appropriate projects.
- Identify potential MSO philanthropic products. Articulate the fundraising case for support and identify opportunities to match the MSO's needs with donor interests.
- Oversee donor communications with the Philanthropy Lead – Campaigns and Communications, including the donor specific newsletter and annual Impact Report, as well as maintaining effective philanthropic messages throughout MSO general communication streams. Ensure that all communications materials developed are produced to meet deadlines and that are consistent in positioning, branding and key messages.

- Work closely with other departments within MSO including Artistic Operations, Sales and Marketing, and Partnerships to ensure high quality and smooth delivery of events and experiences which bring donors closer to the MSO.
- Co-ordinate the timely and appropriate involvement of the Managing Director, Director of Philanthropy & External Affairs, MSO Foundation Committee, members of the Board and musicians for meetings, functions and activities with donors.

OH&S

- Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and appreciation of safe working practices.

Other

- Assist with general administrative and stakeholder activities/projects within the department as required during peak activity periods, from time to time.



Person Specification

Experience and knowledge

- Demonstrated expertise in strategic fundraising strategies including effective retention and development strategies at a senior level, ideally in the arts and cultural sector.
- Experience in philanthropy program management, ideally across major giving, bequests and annual giving.
- Demonstrated success leading a multi-skilled team with significant income goals.
- Experience managing budgets to achieve measurable income and performance goals.

Desirable

- Experience using Tessitura or equivalent CRM.

Skills and abilities

- Exceptional attention to detail and demonstrated commitment to the pursuit of the MSO's values.
- Proven ability in creating engaging, audience-centered communications.
- Ability to create and maintain strong working relationships both internal and external to the MSO.

Attributes

- Confident and entrepreneurial.
- Interest in/appreciation for orchestral music.
- Display initiative and drive to self-motivate and motivate others.
- Positive outlook, enthusiastic and adept at developing meaningful relationships with numerous stakeholders.

Other

- A current Working With Children Check (WWCC) or the ability to obtain one.
- A current COVID-19 double vaccination certificate, unless holding an authorised or approved exemption.



Next steps

Terms

To discuss salary parameters please call Jocelyn Kelty, Director, Richmond Associates, Australia Office.

The total remuneration package will include:

- 10% superannuation
- 20 days annual leave
- Laptop

MSO also provides wellness and working from home subsidies and flexible work arrangements.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter 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 latest salary, 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.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Jocelyn Kelty, Director, Richmond Associates, Australia Office.

Interviews with Richmond Associates are to take place between 14 and 18 February 2022.

First round interviews with the MSO are scheduled to take place on or around 1 March with final panel interviews to take place on or around 8 March 2022.

Closing date for applications is Friday, 11 February 2022

Please send your application to **Jocelyn Kelty**, Director, Richmond Associates, Australia Office:

✉ info@richmond-associates.com
☎ +61 2 8218 2185