



Head of Business Development

Job Description

Contract: Fixed Term (full-time), three years

Salary: €42,000 - €47,000 (+ performance-related bonus)

Location: Blended on-site (Dublin 2), client-based (Dublin & National) & remote.

Deadline: 23rd Feb 2023

Are you a driven and dynamic person with a passion for the arts and an entrepreneurial mindset? Do you have a proven track record in increasing revenue streams? Could you combine your business acumen and creativity to play a critical and strategic role in helping *Business to Arts* to achieve its ambitions? At an exciting time for *Business to Arts*, we are looking for a dynamic individual to join our high-performing and supportive team, in a varied role fundamental to the success of *Business to Arts* corporate and donor engagement.

About *Business to Arts*

Business to Arts (BtoA) is a 35-year-old membership-based resource organisation. Our mission is to catalyse the development of strategic creative partnerships between the corporate and cultural sectors and to build sustainable capacity within the arts sector.

We have 50+ corporate members across professional and financial services, construction, universities, tech and energy companies, government and semi-state agencies, and 100+ arts affiliates ranging from National Cultural Institutions to small arts venues and individual artists.

Our key activity includes Capacity Building in the arts sector, providing Curatorial & Cultural Strategy Services to the corporate sector, and Community Building between arts and business. For more information, see the notes at the end of this document.

Business to Arts is in the process of developing a new five-year strategy to deliver ever greater impact across the arts sector and value for our members while exploring emerging opportunities to realise the financial value of BtoA's own specialist services and expertise. This senior management role will be a key player in the future of *BtoA* and our impact, and in the innovation of our operations and activity, so this appointment is a critical one to ensure our ambition is supported by the most highly engaged and dynamic fundraising and delivery team possible.

About the Role

The Head of Business Development is a fundraising and business development role that takes a portfolio approach to lead, develop, and deliver *Business to Arts'* [Membership](#) programme—including corporate and private donors, and oversee the development and delivery of member projects, which include Advisory Services and Arts Funds.

Reporting to the CEO, as the Head of Business Development you will form part of our executive leadership team and will work closely with the Head of Communications & Partnerships, the Arts Portfolio Manager, and the Curatorial Projects Manager to support the development and delivery of our wider services, and line-manage the Membership & Projects Manager. You will coordinate with the Board of *Business to Arts'* to leverage their expertise, insights, and networks.

Core Competencies

The Head of Business Development will be an experienced fundraiser, business development executive, account manager, or similar who knows how to quickly mobilise new prospect pipelines and convert leads, attracting, building, and maintaining relationships across the corporate sector and beyond.

The successful candidate must have the drive to reach challenging revenue targets and KPIs. You must combine commercial acumen and budgeting expertise to ensure a sustainable future for *Business to Arts* by proactively increasing opportunities for corporate engagement and the retention of these relationships.

You will be a consummate networker with a proven track record of winning business and working successfully with corporate clients or members and/or private donors. The team at *Business to Arts* is mission-led and business-focused, and we seek someone with similar values who can inspire those you interact with to commit to and support our mission to support the arts, driving value for all parties involved.

Key Responsibilities

Income & Lead Generation

- Consistently focus on achieving monthly and quarterly targets for the Membership & Projects team by
 - Generating new pipeline and portfolio of member prospects, diversifying *BtoA's* donor base through research and due diligence, and ensuring all possible leads are followed up.
 - Retaining annual membership income and building on this baseline to gain long-term/multi-annual support.

- Working collaboratively with the team to identify, approach, and convert new members, donors, and patrons, and harnessing the Development Sub-Committee to support this activity.
- Optimise development opportunities for *Business to Arts* and our key stakeholders including strategic partnerships which support our strategic goals.
- Oversee the development and delivery of Advisory Services to Patrons and Members including scoping new projects, proposal writing, workshop facilitation, and project management and delivery in collaboration with the Membership & Projects team.

Communications & Stakeholder Management

- Develop engaging and compelling narratives for BtoA membership lead generation, partnership proposal development, and new thought leadership.
- Work collaboratively with the Head of Communications & Partnerships to deliver and monitor the impact of campaigns and activities that support lead generation including the annual Business to Arts Awards, programming our annual calendar of member events, and developing subscriber and members communications, surveys, and reports (e.g. NPS surveys).
- Prepare for and manage regular member, prospect, and Development Subcommittee and Friends meetings.

Financial Management, Governance & Reporting

- Oversee all membership invoicing and all related administration, CRM, and accounting input.
- Oversee and manage member projects and events budgets.
- Work with the CEO and Financial Controller to prepare realistic monthly targets, cashflow statements, and budget projections.
- Report to, and work closely with, the executive leadership team and Board of *Business to Arts* on other tasks as required.

Operations

- Draw on your previous experience in a fundraising role to create and embed fundraising plans and initiatives and best practice processes to deliver upon our strategy and achieve targets.
- Oversee our CRM and data collection alongside our membership's financial and performance monitoring to create meaningful reporting and focus tactical interventions.
- Be tech savvy and exceptionally organised to introduce and navigate systems and processes that help us, leading the development and use of Salesforce and Awardforce by our Membership & Project Team, with excellent computer literacy (Google Drive in particular).

Strategy & Leadership

- Develop an annual fundraising plan and budget, setting financial and non-financial targets and KPIs for corporate, community, individual giving, events income streams, and regularly reporting on performance.

- Develop and deliver upon the strategic focus of *Business to Arts* membership portfolio programme.
- Work closely with the CEO and senior leadership team to develop a culture of strong relationship management across all of our activities.
- Manage resources and tasks amongst the Membership & Project Team in a blended work environment, including goal-setting for individual strands of activity, ensuring all projects stay within scope and on track.

General

- Be part of a wider team working to deliver the overall programmes of *Business to Arts* which should always include the opportunity for participation, training, learning, and skills sharing.
- Build in ongoing reflection and formal evaluation to ensure all learnings are captured and shared, and our work continues to improve.

Training, experience and qualifications required

- 3-5 years experience in a demanding membership management, client or project management role
- A proven track record in revenue generation, business development, and achieving annual six-figure KPIs from either commercial or not-for-profit sectors
- A graduate in the area of business studies, marketing, arts management or a related discipline
- Digitally literate with advanced CRM and spreadsheet skills a must
- Experience in at least three of the following areas:
 - building prospect pipelines, pitching and converting
 - managing a portfolio of client/member relationships
 - delivering collaborative projects on time and within budget
 - developing strategic communications, events and networking experiences
 - writing and negotiating sponsorship, CSR or similar agreements
 - managing CRM and other productivity tools
 - financial administration, managing budgets, familiarity with accounting software packages
 - Exceptional project management and analytical skills
 - a proven track record of building and maintaining relationships
 - Advanced proposal writing, pitching, presenting and negotiating skills

Person Specification

- A confident networker with an existing private sector network or familiarity with that environment.
- A team player with an open, positive, collaborative, and flexible attitude, motivated to deliver value for *BtoA* members and the arts sector.
- A self-starter, with the ability to work independently to identify new opportunities.

- The ability to think creatively and strategically, with a natural strength in problem-solving.
- An interest and passion for the arts.
- An articulate communicator with a good understanding of corporate responsibility, philanthropy, and ESG.
- Excellent presentation, written, and oral communication skills with a high degree of diplomacy, tact and confidence, both internally and externally.
- Attention to detail and ability to manage multiple projects, events and communication activities at once.
- Rigorous in the application of the highest standards in financial, legal and HR practises.

Terms & Conditions

- Commencing as soon as the right candidate is available.
- The position is for an initial Fixed Term Contract (full-time), three years. and includes six-month probation.
- Headquartered at *Business to Arts* office in Dublin 2, the role is a hybrid working model, with a lot of client meetings in Dublin and some travel required for membership activity and face-to-face client meetings nationwide.
- Remuneration ranges €42,000- €47,000 per annum, pro-rata, and commensurate with experience.
- Performance-related bonus upon meeting KPIs.
- 23 days annual leave per year in addition to public holidays and seasonal office closures.
- Attendance at some early morning and regular evening and off-site events outside of daytime working hours will be required as part of fulfilling the functions of the role.

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and key responsibilities of the job, but it is not intended as a wholly comprehensive or final description. This role will evolve in tandem with the organisation's needs and strategic priorities.

To apply for the role

- Candidates can submit enquiries and their application in confidence to recruitment@businessstoarts.ie with [your name // Head of Business Development] in the subject line.
- Each application must include a concise cover letter (max. 1 page) outlining how they meet the above requirements and CV (max. 2 pages).
- **The deadline for applications is 5.00pm on 23rd Feb 2023.**
- First-round interviews are scheduled for the week commencing 27th Feb 2023.
- Applicants should be available to commence the role (ideally) in March 2023.

Business to Arts is an equal opportunities employer.

Further Background Information

Business to Arts activity includes

Community Building

- Developing a sense of community between arts and business through our networking events—high-profile ones like our annual flagship Business to Arts Awards which celebrates outstanding creative partnerships; knowledge exchange at the CEO Forum; and multiple unique events to highlight different art forms and showcase exciting new arts activity. We are motivated to democratise access to the arts and to engage professionals in building access to the arts for all

Capacity Building

- One of our primary remits is to help artists and arts organisations to develop their own capability to generate income, sustain their core activity and go for growth. We run various training and professional development programmes, which we aim to expand over the next five years, leveraging a knowledge transfer from our corporate partners to our arts member base. Our current flagship training programme is the Fundraising Fellowship, Ireland, funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media, and previously funded by Dublin City Council.
- We manage large-scale grant-giving Arts Funds on behalf of our members like the Bank of Ireland Begin Together Arts Fund (€1m over 3 years for 90 arts projects) and the ESB Brighter Future Arts Fund (€250k across five arts projects)

Curatorial & Cultural Strategy Services

- BtoA offers advisory services to our members who would like to develop a more coherent cultural strategy or arts sponsorship portfolio, to ensure they are maximising the impact of their investment through arts-based diversity and inclusion programmes, community or employee engagement
- Providing curatorial and arts programming services to corporate members who need support in developing or sharing their art collections, encouraging their support of emerging artists and practitioners through commissioning or other activities

Our Expertise

Our in-house expertise includes specialist curatorial and arts programming, events, and venue management. Our art form experience ranges from visual art to performing arts, heritage, and festivals, and our business experience from strategic planning and development to marketing and operations. In 2022 a new Chief Executive came on board with a wealth of multi-disciplinary experience across public, private and non-profit sectors to lead *BtoA* in a strategic evolution.