

Melbourne Symphony Orchestra

Position Description

Job Title	Head of Philanthropy
Department	Philanthropy & External Affairs
Location	MSO Southbank Offices

Date	September 2023
Reports to	Director of Philanthropy & External Affairs
Role Status	Full Time

1. POSITION PURPOSE

Under the direction of the Director of Philanthropy & External Affairs, the Head of Philanthropy is responsible for the management and growth of philanthropic support for the MSO to ensure income targets are achieved. Particularly, the Head of Philanthropy will take carriage of the research, cultivation and securing of philanthropic gifts, planned giving and the management and implementation of donation campaigns.

2. MSO VALUES and GUIDING PRINCIPLES

VALUES

Innovation Collaboration Respect Diversity

GUIDING PRINCIPLES

We listen to each other, and we listen to our audiences. We continuously tune in to build connections that bring joy and validation.

We create welcoming experiences that showcase the beauty and wonder of artistic craft. Innovative performances that elevate the moment and endure in the spirit.

We unite our individual strengths and celebrate our unifying love of music, fostering understanding and belonging.

DIMENSIONS and WORKING RELATIONSHIPS

Reports to	Director of Philanthropy & External Affairs
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Supervisor of	1. Philanthropy Lead – Administration and Programs 2. Donor Liaison
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Direct Working Relationships	<ul style="list-style-type: none">• Leadership Team• MSO Employees• MSO Board Members• MSO Board Sub-committee Chairs & Members• Key MSO Stakeholders & Guests
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4. MAJOR RESPONSIBILITY AREAS

The main responsibilities of the Orchestra and Chorus Coordinator are:

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

5. KEY RESULT AREA MAJOR ACTIVITIES

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;
- 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

- Implement the fundraising strategy at a tactical level to deliver against fundraising KPIs (e.g. major commitments secured, lead generation, forecastable income, retention rate);
- 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 and young donors that include consistent recognition, delivery of imaginative and exclusive benefits and relationship support;
- Contribute to initiatives to maintain existing donors 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;
- Manage donor 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;

Donor relations

- Provide outstanding stewardship to MSO donors;
- Attend MSO concerts and events as required.

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6. DECISION MAKING AUTHORITY

The position holder works under the general direction of the Director of Philanthropy & External Affairs

7. ESSENTIAL CRITERIA

- Outstanding interpersonal skills with a strong capacity to communicate authentically with donors and the ability to present strategies and reports to high level audiences with care, confidence and diplomacy;
 - Demonstrated expertise in strategic fundraising strategies including effective retention and development strategies at a senior level, ideally in the arts and cultural sector;
 - Demonstrated success leading a multi-skilled team with significant income goals;
 - Experience managing budgets to achieve measurable income and performance goals;
 - Exceptional attention to detail and demonstrated commitment to the pursuit of the MSO's values;
 - Proven ability in creating engaging, audience-centered communications.
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8. DESIRABLE CRITERIA

- Interest in/appreciation for orchestral music;
 - Experience in digital campaigns;
 - Experience in capital campaigns;
 - Experience using Tessitura or equivalent CRM.
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9. PERSONAL CHARACTERISTICS

- Confident and entrepreneurial;
 - Ability to create and maintain strong working relationships – both internal and external to the MSO;
 - Exceptional attention to detail;
 - Display initiative and drive to self-motivate and motivate others;
 - Positive outlook, enthusiastic and adept at developing meaningful relationships with numerous stakeholders.
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10. POSITION DESCRIPTION MAINTENANCE

Date of last review	September 2023
Conducted By:	Director of Philanthropy & External Affairs
Date for next review:	TBC

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Recruitment Process

MSO is an Equal Opportunity Employer. MSO is committed to creating a diverse and inclusive environment. All qualified applicants will be considered for employment without regard to race, colour, national origin, religion, sex, sexual orientation, gender identity or expression, age, marital or disability status. Aboriginal and Torres Strait Islander people are encouraged to apply.

Your privacy is important to MSO. It is the policy of MSO to respect the confidentiality of information and privacy of individuals. Personal information provided by you as part of your application (whether oral, electronic, or written) will be collected and processed for the purpose of evaluating your application for employment. In order to carry out this purpose, your information may be disclosed to appropriate persons in our offices. Any information we hold will be governed by the most current version of the MSO Privacy Policy and relevant legislation.

Key dates

Applications close 11.59pm Sunday 1 October 2023

How to apply

To apply please forward a covering letter and current resume with the subject line Head of Philanthropy application – YOUR NAME, to:

Alex Fitzgerald
jointheteam@mso.com.au

Only shortlisted candidates will be contacted.

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About the Melbourne Symphony Orchestra

Established in 1906, the Melbourne Symphony Orchestra is Australia's pre-eminent orchestra and a cornerstone of Victoria's rich, cultural heritage.

Each year, the MSO engages with more than 5 million people, presenting in excess of 180 public events across live performances, TV, radio and online broadcasts, and via its online concert hall, MSO.LIVE, with audiences in 56 countries.

With a reputation for excellence, versatility and innovation, the MSO works with culturally diverse and First Nations leaders to build community and deliver music to people across Melbourne, the state of Victoria and around the world.

In 2023, the MSO's Chief Conductor, Jaime Martín continues an exciting new phase in the Orchestra's history. Maestro Martín joins an Artistic Family that includes Principal Guest Conductor, Xian Zhang, Principal Conductor in Residence, Benjamin Northey, Conductor Laureate, Sir Andrew Davis CBE, Cybec Assistant Conductor Fellow, Carlo Antonioli, MSO Chorus Director, Warren Trevelyan-Jones, Soloist in Residence, Siobhan Stagg, Composer in Residence, Mary Finsterer, Ensemble in Residence, Gondwana Voices, Cybec Young Composer in Residence, Melissa Douglas and Young Artist in Association, Christian Li.

The MSO regularly attracts exceptional artists from across the globe including Chinese pianist Lang Lang, German violinist Anne-Sophie Mutter, Japanese composer Joe Hisaishi, American soprano Renée Fleming and, in 2022, cellist Sheku Kanneh-Mason (UK), Korean pianist Yeol Eum Son, tenor Kang Wang and conductor Vasily Petrenko.

Committed to shaping and serving the city it inhabits, the MSO reaches beyond the customary classical audience. Recent contemporary collaborations include performances with Tina Arena, Archie Roach, Nick Cave & Warren Ellis, Ben Folds, The Bamboos, Vera Blue, Dannii Minogue, Birds of Tokyo, and the Australian premiere of *Toy Story* in Concert.

The first Australian orchestra to perform overseas (1965) and the first to debut at Carnegie Hall (1970), the MSO has a proud history of international touring and has established firm roots through regular engagement in China, Indonesia and Singapore. The MSO boasts close ties with some of the world's finest orchestras including London Symphony Orchestra, Singapore Symphony Orchestra and the National Centre for Performing Arts in Beijing.

As an active ambassador for the arts, the MSO campaigns for the rights of all people to gain access to our music. Presenting carefully curated learning programs, a regional touring schedule, accessible concerts and free community events, the MSO provides opportunities for music lovers to be involved with the Orchestra, no matter their age or location.

