

ONE DANCE UK JOB PACK

Head of Membership & Partnerships



Introduction

Thank you for your interest in the role of Head of Membership & Partnerships with One Dance UK. One Dance UK exists to provide support to those working in dance right across the UK, with a vision for a stronger, more vibrant and more diverse dance sector. We support and advocate, enhance and raise the profile of dance in the UK. It is an exciting time to be joining our team, when the sector is facing significant change, that brings with it a need to evolve practice and business models which makes our work more important than ever.

This role presents an opportunity to join our Senior Management team and to work directly with our network of members and partners to amplify One Dance UK's work to empower the dance workforce to be connected, sustainable, unified, and highly valued. We do this by providing the information, training, resources and opportunities the dance sector needs in order to be well-equipped to secure dance's prominence in the cultural landscape of the future.

Membership and Partnerships at One Dance UK

As an organisation settled in Birmingham, with healthy reserves and Arts Council funding secured for 2023-26, and an increased profile through our support of the sector during the pandemic, One Dance UK is now looking to the future with a revised strategy and a renewed focus on membership growth and partnerships to better support the dance sector in facing new challenges ahead.

We are the national support organisation serving the needs of the world-leading UK dance sector with over 1,000 members (67% outside London, 21% in Levelling Up for Culture areas) comprising key dance organisations of all sizes, schools, dancers, teachers, choreographers, managers, producers, healthcare professionals and dance scientists, and students.

We work in partnership with organisational members, educational institutions, corporate sponsors, a large luxury brand, and a range of funders to address gaps in provision and provide the support the dance workforce needs to survive and thrive.

Overview of the role

The Head of Membership & Partnerships is a pivotal role within the Senior Management Team and is responsible for two key areas of income generation – our membership and our partnerships programme. The role leads on maximising income for One Dance UK by effective management of our membership scheme (including membership stewardship and seeking new relationships at individual and organisational level), and our partnerships programme (through existing partnership stewardship and seeking new partnership opportunities across the programme). The postholder will work with the Chief Executive and wider Senior Management Team to raise further funds from a variety of sources, including Trusts and Foundations.

The role will focus on growing One Dance UK's multiple relationships with funders through deepened contacts with existing supporters and by developing a wider network of supporters for our events and services.

You will be part of an experienced team with a great deal of specialist knowledge, together growing the vision of One Dance UK, ensuring it remains relevant and inclusive, and raises the profile of the organisation, our members, and work across the wider dance, cultural, education, and political sectors. The role provides an excellent opportunity for someone with the personal and professional skills to develop a breadth of experience across the entire dance sector in all four nations of the United Kingdom.

Purpose of the role

This role works closely with the Chief Executive to manage and develop our existing and prospective funder and sponsor relationships, with a focus on managing new partnerships in order to diversify income, and manage and develop the prospect pipeline, as well as increasing membership. A key element of this role is working with the Marketing & Communications team to develop and deliver sponsorship packages which will allow new ways in which our partners can engage with and support One Dance UK. The postholder is responsible for delivering, as project lead, the One Dance UK Awards, one of our annual flagship programmes.

We are looking for someone with experience of developing high-value proposals through fundraising, sponsorship and/or partnerships, or of growing membership, who is comfortable working to targets and can support the continued growth of our organisation. The ideal candidate would have a proven track record of working to and achieving targets and outcomes, and demonstrable experience of securing grants or gifts from individuals, trusts and corporate partners. Managing a portfolio of relationships with multiple stakeholders is essential to the success of this role which requires advanced negotiation and influencing, and interpersonal skills. The role line manages an experienced Membership Manager and Membership & Partnerships Officer who have been instrumental in shaping a recent review of our membership offer. It's an exciting time to be joining the organisation with the implementation of a new CRM and website last year, and plans in place to launch new membership products and content, as well as deepening and increasing support from others funders.

For a more detailed job description, or for any questions relating to the role, please do not hesitate to contact Andrew Hurst, Chief Executive by emailing Andrew.Hurst@onedanceuk.org.



Role Description

JOB TITLE: Head of Membership & Partnerships

RESPONSIBLE TO: Chief Executive

RESPONSIBLE FOR: Membership Manager, Membership & Partnerships Officer

The role works closely with the Marketing & Communications team and all other members of the Senior Management Team and Board to develop partnerships and funding applications.

SALARY: £40-45,000 p.a. (depending on experience). All staff have access to a Health & Wellbeing service and Employee Assistance package, and a ticket allowance which allows them to claim back the cost of theatre tickets to dance performances.





ABOUT ONE DANCE UK

One Dance UK is a national support organisation and advocacy body, leading the way to a stronger, more vibrant and more diverse dance sector. We are part of the Arts Council England's National Portfolio (2023-26) and are also the Subject Association for Dance in schools. We work closely with the Government and officials and present evidence to advocate for and champion the value of dance as a vibrant and diverse art form across a multitude of sectors including education, health, physical activity, and as a cultural form of expression.

We create opportunities through pioneering advancements in dancers' health, lead national programmes to develop and champion young people's dance and bring about sector-wide change. We provide information, resources, and opportunities to support those who work in dance, working closely with dance professionals and organisations.

One Dance UK provides one clear voice to:

- Support all those working in the sector to achieve excellence in dance performance, education and management
- Advocate for the increased profile and importance of dance in all its diverse forms and settings
- Enhance dancer's health, wellbeing, and performance
- Identify gaps, provide opportunities, and improve conditions for dance to be learnt, discussed, and seen

We are looking for a Head of Membership & Partnerships to ensure we continue to grow our reach and membership and have the partnerships and resources needed to help steer the organisation and the sector we serve through the next phase of development.

Our Strategic Focus Areas are:

- Advocacy & Communications
- Access & Inclusion
- Dance Ecology & Membership
- Data Collection & Analysis
- Opportunities & Pathways

We strive to provide the information, training, resources and opportunities needed to ensure the dance workforce is well-equipped to secure dance's prominence in the cultural landscape of the future, and to champion excellence and best practice across the sector. You can find out more about our work [here](#).

Equality, Diversity and Inclusion are at the heart of the work we do at One Dance UK and you can read more about how we put EDI into action [here](#).



ROLES AND RESPONSIBILITIES



STRATEGY

- Ensure the membership offer remains relevant and in line with market demand to reflect the needs of the dance sector
- In consultation with the Chief Executive and Senior Management Team, develop and implement multi-year membership and sponsorship strategies to deliver an increase in income and support our strategic objectives
- Undertake and advise on negotiations with clients, oversee contracts, ensure delivery of benefits
- Lead on sponsorship planning and the long-term strategy to support membership and sponsorship



NEW PARTNERSHIPS AND STAKEHOLDER ENGAGEMENT

- Lead on the research and prospecting of new sponsor, funder and partner relationships for One Dance UK
- Develop persuasive proposals, devising innovative benefits that are deliverable for all stakeholders, especially to support the flagship programmes: U.Dance, Dance Ambassadors and Young Creatives, and the Awards
- Work collaboratively with colleagues to achieve goals and create new benefits and engagement opportunities for members and sponsors
- Work with the Board to expand the network of prospective supporters and funders
- Represent One Dance UK at various forums and networking events, presenting high professional standards



FINANCE

- Manage budgets and report against income and expenditure



SECTOR SUPPORT AND AWARDS

- Keep up to date and knowledgeable about developments and trends in the dance sector and creative industries in general to ensure support addresses sector needs
- Oversee and direct the Awards programme, liaising with the Marketing & Communications team, and the Project Manager
- Responsible for generating the commercial income to run the Awards and entertain sponsors at the event



MANAGEMENT

- Negotiate and prepare contracts for all partner and sponsor relationships
- Ensure the efficient administration and management of the Membership & Partnerships team, (including data management, income records and reconciliation, ethical sponsorship policy)
- Lead and motivate the Membership & Partnerships team to achieve ambitious targets
- Manage the team and develop their skills to deliver high performance



AFTER 12 MONTHS IN THE POST, YOU WILL HAVE;

- Updated the membership strategy in collaboration with colleagues and the Membership Manager, as well as in consultation with the members
- Built effective internal relationships with colleagues and established respect and credibility at all levels both internally and externally
- Enhanced relationships with sponsors and increased the pool of prospects to grow income
- Developed a year-round stewardship plan to ensure ongoing delivery of contracts and sponsorship commitments, including the Awards preparation and follow up

Person Specification

ESSENTIAL EXPERIENCE & SKILLS

- Experience of creating high-value proposals and sponsorship packages
- Experience of developing and implementing strategic fundraising and/or income generation plans
- Experience of managing and developing a membership scheme
- Experience of working to and achieving targets and outcomes
- Track record of securing grants or gifts from individuals, trust and/or companies
- Able to manage a portfolio of relationships with multiple stakeholders
- Experience of managing projects and teams, including setting and monitoring targets and budgets
- Advanced negotiation and influencing, and interpersonal skills
- Able to manage multiple priorities and work under pressure - good planning and organisational skills
- Strong communication skills – written and verbal, attention to detail



Conditions of employment

SALARY: £40-45,000 p.a. (depending on experience). All staff have access to a Health & Wellbeing service and Employee Assistance package, and a ticket allowance which allows them to claim back the cost of theatre tickets to dance performances.

LOCATION: Dance Hub, Birmingham, UK. We are currently operating in a hybrid mode of working, with meetings occasionally held at our office. Some events/meetings in other parts of the UK may require attendance.

HOURS: This role is a permanent full time position (35 hours/week). We welcome discussions on flexible working.

PENSION: After 3 months employment all employees have access to One Dance UK's pension scheme. One Dance UK makes a contribution to this scheme.

HOLIDAY ENTITLEMENT: The holiday year runs from April to March. Annual entitlement is 25 working days per year plus public holidays. For staff beginning or concluding their employment during the year, holiday entitlement is calculated on a pro rata basis. We close our office between Christmas and New Year with additional leave given as a bonus during this period.



HOW TO APPLY

Please send your CV and cover letter explaining how you fit the person specification, and what you could bring to the role. Please also complete and submit our voluntary Diversity Monitoring form which can be downloaded [here](#). We are working with Achates on this recruitment search and all three items should be sent to Olivia Highland, Senior Consultant, olivia@achates.org.uk with 'ODUK Head of Membership & Partnerships – Application' as the subject line.

One Dance UK encourages applications from all backgrounds and communities, and in particular applicants of ethnically diverse backgrounds.

We are a Disability Confident Committed employer and will offer a guaranteed interview for disabled applicants who meet the minimum criteria for this role.

We are happy to consider any reasonable adjustments that candidates may need during the recruitment process and are committed to making reasonable adjustments to the job as appropriate. You will be asked whether you require any support when we contact you to arrange an interview. Please contact our Access & Inclusion team at accessandinclusion@onedanceuk.org if you would like to discuss adjustments/support or access needs.

Timeline:

- Applications for this role will close Thursday 31 October at 5pm. We reserve the right to close applications earlier if we receive a significant number of applicants.
- Interviews may take place w/c 11 November via Teams.





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