

	<h1>Job Description</h1>
JOB TITLE:	Head of Development Performing Arts, UKI
Accountable to:	General Manager, UKI
Staff Managed:	Business Development Manager – Arts Award, Dance, Drama, National and Regional Advisors
<h2>PURPOSE OF THE JOB</h2>	
<p>The Head of Development for Performing Arts will be the public face of Trinity’s Performing Arts for the UK, Ireland and Malta.</p> <p>They will be tasked with building and establishing direct relationships with institutions, key arts organisation and governments to position Trinity as the leading performing arts awarding body.</p> <p>Working closely with the General Manager for UKI, the Head of Development for Performing Arts will be focused on driving growth through new business and working closely with our key accounts team, increasing the retention rate of our key customers.</p> <p>They will also contribute to developing the UK and Ireland strategy for growth based on data and evidence from the sector. This will include identifying, developing and managing key strategic partnerships, securing large value contracts and feeding market insight and intelligence into product development and marketing to help develop new and existing customer and market segments.</p> <p>They will be required to develop a high performing team that have academic credibility in the sector, are proactive, customer centric and results focused.</p>	
<h2>KEY ACCOUNTABILITIES & TASKS</h2>	
<p>UK & Ireland:</p> <ul style="list-style-type: none"> • To work with the General Manager UKI to create, manage and deliver a successful sales strategy for the Performing Arts portfolio across our key markets and customer segments • Responsible for delivering overall income and contribution target for performing arts (Music, Arts Award, Drama and Dance) examinations and resources • Establishing Trinity as the leading Performing Arts awarding organisation in the UK, Ireland and Malta • Manage the strategic relationship with our key customers, partners and stakeholder. • Manage the performing arts business development team to ensure they achieve their revenue and associated targets • Develop pricing strategies to support growth and increase UKI net contribution. • Work closely with our key accounts team, to achieve 95% customer retention rate. 	

- To work with other Trinity stakeholders identifying how they can help develop our sales strategy
- Work collaboratively and strategically across other departments within Trinity, specifically Marketing, Product, Publishing and Operations
- Manage and report via our CRM on all business development activity, impact and associated revenue from across the performing arts portfolio.
- Identify opportunities for developing and piloting new services to drive new revenue streams and increase the lifelong value of the customer.

Worldwide:

The Head of Business Development (Performing Arts) may be required to provide sales leadership and support in territories outside of the UK and Ireland.

JOB RELATED KNOWLEDGE, SKILLS & EXPERIENCE REQUIRED FOR THE POST

Education/Qualification

- Teaching qualification in Performing Arts or Drama, Music, Dance

ESSENTIAL SKILLS REQUIRED:

- Academic expertise in leading a Performing Arts institution
- Proven success at developing and implementing sales strategies in existing and new markets
- Managing high performing teams
- Significant experience of working with schools, teachers and other performing arts institutions
- Working and influencing in a matrix structured organisation
- Experience of using data analysis to create sales strategies
- Excellent communication skills, oral and written as well as excellent time management
- Demonstrable experience of influencing key stakeholders
- Experience of devising pricing strategies and improving bottom line contribution.
- Working collaboratively across functions such as product, marketing and operations to deliver go to market plans.

CONTACTS : INTERNAL AND EXTERNAL

- UK and Ireland plus central teams – particularly Marketing, Publications & Communications, Academic and Operations departments
- Trinity's representative network both in the UK & Ireland, including examination centres, teachers and other stakeholders
- Department of Education
- Key Performing Arts organisations
- State and Independent Schools
- Trinity's strategic partners

FINANCIAL PARAMETERS

Budgets will be agreed and allocated annually for travel and associated expenses within the UK.