



**CANDIDATE PACK**

**DIRECTOR OF DEVELOPMENT AND CORPORATE PARTNERSHIPS**



**RHS**



# WELCOME

---

Thank you for your interest in becoming our new Director of Development and Corporate Partnerships at the Royal Horticultural Society (RHS).

As a charity, we are here to inspire a passion for gardening and growing plants, promote the value of gardens, demonstrate how gardening is good for us and explain the vital role that plants play in our environment. Our horticultural science, gardens and flower shows are recognised around the world. As we continue to face some of the most significant challenges of our times – environmentally, societally, and economically – plants will continue to provide solutions and at the RHS, we have an important role to play in enabling communities to thrive and in benefitting our planet.

We will soon be launching a new strategy that will capitalise on a decade of substantial investment in our gardens and facilities, reinforcing our commitment to meeting key sustainability targets, and bringing the benefits of gardening to more people and communities than ever before. One of two new roles on our executive team, this position offers an exciting opportunity to play an influential role in the future of RHS at a pivotal moment of change, working with me and colleagues to broaden our impact and reach at a time when our work is more critical and relevant than ever.

As our Director of Development and Corporate Partnerships, you will shape our income and stakeholder engagement strategy ensuring that we diversify and grow sustainable forms of funding and increase awareness of and engagement with the charity. We want to deliver a step change in our corporate and sponsorship partnerships, including those around key events such as the RHS Chelsea Flower Show and grow support for a number of key capital projects that will be important cornerstones in the realisation of our strategy.

We are looking for a visionary and engaging leader with the strategic capability to embrace a new Group that brings together philanthropic giving, corporate partnerships and sponsorship, legacies, individual giving and major grants and our stakeholder events.

You will bring exceptional interpersonal skills with the ability to build strong relationships across a broad stakeholder map including major donors, corporates, trusts and foundations, other key supporters and partners, and at all levels of our organisation. Already operating at a senior level, you will bring passion and energy with experience of leading and inspiring high performing teams and share a strong commitment to our work, to our values and to our Equity Diversity and Inclusion (EDI) principles.

We are actively encouraging applications from people of all backgrounds. If you believe you offer the skills and qualities we are seeking and are motivated by our vision to enrich everyone's life through plants and make the UK a greener and more beautiful place, I very much look forward to hearing from you.

**Clare Matterson**  
**Director General**



# ABOUT US

**The Royal Horticultural Society is entering an exciting new chapter. Over the past year, we have come to the end of a substantial capital investment programme, welcomed a new Director General, and will be launching a new strategy in May 2023.**

Everything we do is built on the transformational power of gardening and the benefits it brings to people, places and our planet. Known globally for our inspirational Shows and five spectacular gardens, together they welcome over 3 million visitors per year, many from our base of over 625,000 members.

At a time when society is facing profound environmental, societal and economic change, the importance of plants and gardens to making people happier, bringing communities together and enhancing nature has never been greater. Our new strategy will bring the benefits of gardening to more people and communities than ever before, and reinforce our commitment to sustainability and diversity.

Our work is diverse and includes connecting millions of children and adults with nature through the RHS Campaign for School Gardening, through our education programmes in our gardens, working with communities through the Britain in Bloom partnership and NHS hospitals, and developing new community garden programmes. We set the standards in horticultural professional education and ensure it is constantly refreshed through pioneering horticultural science.

As the UK's largest gardening charity at a time of increased interest in gardening and horticulture, there has never been a more exciting moment to be part of our journey.

To find out more, please visit: [RHS - Inspiring everyone to grow / RHS Gardening](#)





## ROLE SUMMARY

---

Our ambition is to deliver a step change in the way we connect with the public to build the future of horticulture and open up gardening to anyone anywhere.

Building on the background of a growing fundraising portfolio, your strategic leadership will provide greater alignment and enhanced impetus across all our fundraising work – philanthropic giving, corporate partnerships, legacies, individual giving, and major grants, as well as our Fellows programme – and play a key role in the delivery of our wider organisational strategy as part of the executive leadership team. Working closely with the Director General and President, you will also develop a Stakeholder Event programme to ensure that the RHS nurtures and develops key relationships across all its areas of interest.

This role will bring together for the first time highly motivated teams that have previously been in different departments. We are looking for someone with passion, energy and interpersonal skills to integrate them as one team and to make a real difference as part of the RHS' exciting future.



# ROLE DESCRIPTION

---

## JOB PURPOSE

As a member of the RHS Leadership Team, the Director of Development and Corporate Partnerships will set a clear future direction to make a step change across all the RHS fundraising activities. Key responsibilities are to:

- Lead activity philanthropic giving, legacies, individual giving, and major grants, as well as our Fellows programme
- Develop and lead our corporate partnership work, including seeking sponsorships and creating new partnerships with corporate businesses that are aligned with the values and ethos of the RHS
- Work with colleagues across the organisation to develop a compelling and comprehensive stakeholder events programme, capitalising on a range of existing events, such as the RHS Chelsea Flower Show, RHS Britain in Bloom Annual Competition, RHS Awards Ceremonies and other national moments.

## STRATEGIC LEADERSHIP

- Set the strategic direction for fundraising in its broadest sense, using the new strategy as a launch-pad for identifying fresh opportunities and appraising existing activities based on their strategic relevance, impact, and cost-effectiveness
- Grow the RHS corporate sponsorship and partnership programme, including developing a programme of sponsorship support for designers and exhibitors for RHS Shows
- Work with the Director General, President and Council members to make the most of available networks and new opportunities
- Identify and deliver new products for fundraising, such as stakeholder events and Gala dinners, etc
- Lead and develop the Fellows Programme to ensure that it is attractive to a broad range of people with a high-quality offer
- Advise the RHS Council, the Director General and the Leadership team on all aspects of philanthropic giving and Development income, particularly in the context of reputational risk

## RELATIONSHIP BUILDING AND STAKEHOLDER MANAGEMENT

- Build and cultivate significant major giving relationships with individuals, corporates, trusts and other key supporters and partners to grow their support for the RHS
- Explore our scope for international fundraising and maximise opportunities for the RHS where appropriate
- Negotiate with donors and sponsors and advise the Director General on appropriate levels of benefit offered by the RHS
- Work effectively with all departments across the RHS, drawing on the organisation's expertise to produce compelling funding propositions that are aligned with the new strategy, are on brand, and reflect a coherent and consistent message
- Create and manage an RHS Stakeholder Events programme using the range of existing RHS events (Shows, Awards ceremonies, etc) so there is a comprehensive and coherent range of events with clear purpose linked to the new strategy

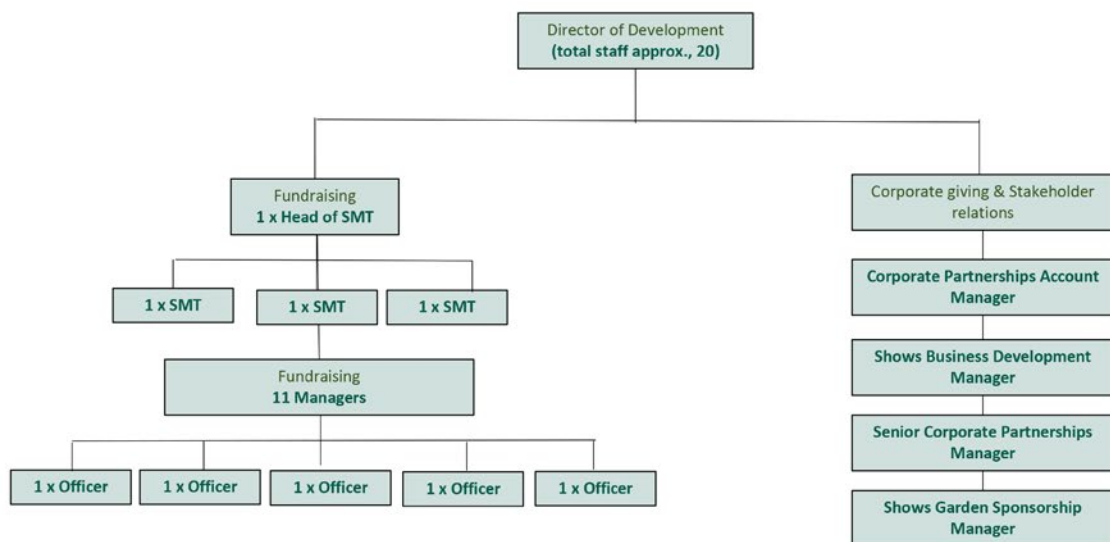
## GRANT MANAGEMENT

- Ensure effective stewardship and donor recognition plans are maintained and implemented for all major donors and ensure that the RHS's obligations under contracts are delivered, and that the draw-down of donor pledges is managed appropriately.
- Ensure fund-raising activity and achievements are accurately and regularly reported through relevant management and governance routes and that statutory reporting requirements are met; ensuring full compliance with all relevant legislation and codes of practice

## LEADERSHIP AND MANAGEMENT

- Lead and deliver a strong, professional and competent staff team, providing inspiration and motivation, team and individual development, empowering staff to achieve their full potential, ensuring an inclusive and supportive environment and a strong commitment to collaborative working with the rest of the organisation
- Demonstrate collective responsibility as part of the Leadership Team and ensure the effective contribution to wider plans and objectives, maintaining close working relationships across all functions and contributing as required to wider RHS programmes and activities
- Contribute to all areas of the RHS's strategic development and operational delivery as a member of the Leadership Team; role model strong leadership behaviours to support and reinforce our behaviour framework and help unlock the organisation's potential
- In collaboration with the Director General and Finance Director, in accordance with the financial and operational planning cycles, agree budgets for effective delivery of objectives, goals and KPIs; oversee preparation, monitoring, control and delivery of all relevant budgets

## PROVISIONAL STRUCTURAL CHART



# PERSON SPECIFICATION

---

## KNOWLEDGE AND EXPERIENCE

- A clear understanding and passion for the RHS purpose and mission
- A proven track record in fundraising at a senior level, including securing donations from major UK and international trusts, foundations, high net-worth individuals and the commercial sector
- Significant experience of shaping and implementing a successful fundraising strategy that has delivered a step change in income generation
- Demonstrable experience of planning, developing and executing major events within a fundraising strategy
- Experience of working with high profile brands and of the importance of brand association
- Experience of making and managing connections within a diverse community across the UK and internationally
- Experience of managing budgets at senior management level
- An experienced people leader and manager with success in creating, leading, inspiring and motivating a high performing, multi-disciplined team and collaborating with a wide range of colleagues and stakeholders operating in a matrix environment

## SKILLS & ABILITIES:

- A visionary leader and people manager with the ability to mentor and inspire others to be their best selves
- Extremely strong communication, interpersonal and collaborative skills with the ability to positively engage, partner and collaborate with stakeholders and colleagues, secure buy-in, negotiate, influence, build credibility and represent the RHS at all levels
- A collaborative approach to problem solving, but with ability to make and clearly articulate decisions when required
- The ability to exercise tact, diplomacy, and discretion combined with personal warmth, friendliness, and openness
- Self-motivated with the ability to work well under pressure in a busy environment
- Great personal dynamism and socially at ease with a wide range of people with the ability to win support for a cause or idea by interacting with donors, supporters, and alumni in a variety of settings and levels.
- Strong financial and commercial acumen with the ability to evaluate opportunities and to drive effective initiatives.
- Excellent at taking the initiative and spotting opportunities to improve and push the organisation forward

## VALUES AND BEHAVIOURS:

- Shares our commitment to developing a diverse and inclusive organisation that attracts and retains talented employees and volunteers from all sectors of society and is representative of not only the people we currently engage with but those with whom we seek to engage in the future
- High level of integrity, confidentiality and dependability with a genuine commitment to quality
- Flexible and adaptable outlook in approach to work undertaken
- Calm, friendly and enthusiastic disposition with a positive, can-do attitude, a good sense of humour

## OTHER REQUIREMENTS:

- Ability to work some weekends a year immediately prior to key events such as the Chelsea Flower Show
- Ability to travel to other RHS sites around the UK as required, on occasion requiring overnight stay away from home



# TERMS OF APPOINTMENT

---

**Contract type:** This is a permanent appointment

**Salary:** circa. £130,0000

**Location:** Based at Vincent Square, London(with regular attendance at RHS Wisley & periodic visits to other RHS sites as required)

**Other benefits:**

The RHS provides a number of great benefits for employees including:

- Hybrid working
- 25 days' holiday (increasing to 28 and 30 with service)
- Pension with employers' contribution that increases up to 10% after 5 years' service.
- Life Assurance and Group Income Protection
- Private Medical Insurance
- Employee Assistance Programme for staff and immediate family
- Interest Free Travel Loan and a Cycle to work scheme
- Focus on provision of Learning & Development opportunities
- Free access to all RHS Gardens and Flower Shows
- Employee discounts at high street retailer and cash back scheme
- 20% discount on RHS Retail
- Discounted food and drink from the catering outlets at the gardens
- Monthly Garden magazine and access to gardening advice

The RHS is committed to safeguarding and promoting the welfare of children, young people and adults at risk and expects all personnel to share in this commitment. We are an inclusive employer and welcome applicants from all backgrounds.





# HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment, please contact Erin Fuller at [erin.fuller@starfishsearch.com](mailto:erin.fuller@starfishsearch.com) and she will be happy to arrange a call with one of our consultants. To make an application, please go to <https://starfishsearch.com/jobs/rhc-director-dcp/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the experience and knowledge criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	Monday 8th May 2023
<b>Preliminary interviews with Starfish:</b>	w/c 22nd May and w/c 29th May 2023
<b>First stage interviews with RHS:</b>	w/c 12th June and w/c 19th June 2023
<b>Second stage interviews with RHS:</b>	w/c 3rd July and w/c 10th July 2023

