

Welcome to our information pack for the post of:

Sponsorship Coordinator

The following information is provided to assist your application. Information about the BFI can be found at our website: www.bfi.org.uk with information specifically about job vacancies at www.bfi.org.uk/jobs

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Welcome to our information pack for the post of:

Sponsorship Coordinator

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of <<>> will play a crucial role to ensure our success going forward.

1. How to Apply:

For our application form and equal opportunities monitoring form please go to our website: www.bfi.org.uk/jobs You may apply by CV, if so please ensure that all information requested within our application form is included clearly in your CV, if not please complete the relevant part of the application form. Please also include a supporting statement regarding what you bring to the role and how you meet the criteria of the job specification

Please ensure that you include the contact details including email addresses for two work related referees (one must be your current or last line manager). Referees will be approached prior to interviews unless you request otherwise. All applicants must complete the BFI's equal opportunities monitoring form to be located at:
www.bfi.org.uk/about/jobs/forms/bfi_monitoring_form.pdf

It is our policy to only contact short listed candidates, therefore should you not hear from us with 4 weeks of the closing date, you should consider that your application has been unsuccessful on this occasion.

We look forward to receiving your application by **1 December 2011**, including your supporting statement - advising me as to what you would bring to the role of **Sponsorship Coordinator**. Please email your completed application to : jobs@bfi.org.uk

If you have any questions or want to discuss the post please telephone me in the first instance.

Again, many thanks for your interest. I look forward to receiving your application.

Narena Modeste
HR Advisor
02079574821

2. Job Advert

The BFI is the lead body for film in the UK, with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive.

BFI
Sponsorship Coordinator
(Full time, Permanent)
Salary £21,959 - £25,689 per annum

The Development department has responsibility for raising funds for a wide range of BFI activities through corporate sponsorship, individuals, trusts, foundations and statutory grants.

The BFI is seeking to recruit an exceptional, self-motivated and organised individual to join our development team as Sponsorship Coordinator. The post holder will be working on projects across the BFI's portfolio with a strong focus on account management and delivery of sponsorship benefits.

The desired candidate will have experience in fundraising or sponsorship and demonstrable experience in managing complex partnerships and relationships. Applicants will be highly organised and confident in managing multiple priorities, projects and deadlines.

You will be based at **BFI Southbank** (nearest station Waterloo). You will enjoy benefits such as a final salary pension scheme, 28-33 days annual leave, free tickets to BFI Southbank events plus many other discounts and benefits.

Further details about the post (including an information pack) can be obtained by visiting www.bfi.org.uk/jobs or by email: jobs@bfi.org.uk.

The closing date for applications is **1 December 2011**. Interviews will be held **12 – 14 December 2011**.



We support diversity and inclusion



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3. The package - salary and benefits

The package - salary and benefits

All roles at the BFI are individually evaluated. Each pay scale comprises of 5 points, with a 4% increase between each point. Incremental advancement is performance based which is assessed each year. Each year a 4% increase can be gained until the maximum point of the salary scale is reached.

Our Sponsorship Coordinator role is graded at Level 2A.

The salary points for this grade as at 01 April 2011 are:

£21,959 (minimum)

£22,837 (point 2)

£23,751 (point 3)

£24,701 (point 4)

£25,689 (maximum)

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

Staff Benefits

At the BFI we offer a wide range of benefits to staff including:-

- Final salary pension scheme (the employer contribution level to this salary range is 12.8%)
- 28-33 days annual leave
- Free tickets to BFI Southbank events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- Childcare Voucher scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- Staff discounts at Benugos at BFI Southbank
- 70% staff discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore

Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.

We value and engage with our employees. All employees are appraised each year and agree a development plan. All staff meetings are held regularly in addition to Directorate, Department and individual meetings. We publish a daily news bulletin plus a weekly look forward across the BFI. An annual staff engagement survey is run to test how we are doing and adopt ideas.

4. The BFI

The BFI is the lead body for film in the UK, with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- o Connecting audiences to the widest choice of British and world cinema
- o Preserving and restoring the most significant film collection in the world for today and future generations
- o Championing emerging and world class filmmakers in the UK
- o Investing in creative, distinctive and entertaining work
- o Promoting British film and talent to the world
- o Growing the next generation of filmmakers and audiences

The BFI is the nation's organisation for film, keeping the breadth of voices in moving image culture alive and known. We are also now the lead strategic body for film in the UK, taking on many of the strategic and funding activities of the UK Film Council from 1 April 2011.

The BFI is now a single body for film, working to bring coherence across the whole sector, from custodians of the most significant film collection in the world to education; from funding the production of new British films with Lottery money to offering audiences the London Film Festival. We represent the full spectrum of film, supporting new and established filmmakers, developing career skills and education, growing audiences and providing people with the greatest choice and access, and working with the industry to promote British film and talent to the world.

2011–2012 will be a transition year as we work to ensure a smooth handover and seamless delivery. Our priorities are working with Government to develop a strategy for film; ensuring British filmmakers are funded to make new films; supporting film in the devolved nations and English regions; working closely with Film London to promote inward investment from overseas; supporting the training and development of our industry workforce in partnership with Skillset; and driving the promotion of British film and film talent internationally.

Alongside this we are implementing an ambitious digital modernisation strategy to make the delivery of our services more efficient and to drive audience development and education, to grow income and to increase free public access to our Collections.

For more information please visit our website: www.bfi.org.uk particularly our 2009/10 Annual Review at: www.bfi.org.uk/about/pdf/Annual_Report_Financial_Statement_0910.pdf

5. Development at the BFI

An integral part of our work is to nurture and develop long-term relationships with potential and current donors and sponsors. Another fundamental area is to research and collect information on BFI activities to present to potential funders. In both these aspects the support of colleagues across the organisation is invaluable.

The BFI is seeking to recruit an exceptional, self-motivated and organised individual to join our development team as Sponsorship Co-ordinator.

The Development Department is responsible for raising funds from a variety of sources including sponsorship, charitable trusts and foundations, the public sector, etc. The department works throughout the spectrum of BFI's activities, including the London Film Festival, the Lesbian and Gay Film Festival, BFI Southbank programmes and the BFI National Archive.

6. SPONSORSHIP CORDINATOR PERSON SPECIFICATION

Department:	Development
Post:	Sponsorship Coordinator
Grade:	2A
Accountable to:	Sponsorship Manager
Main contacts:	Sponsors and prospective sponsors Agencies Most internal BFI departments

Main Aims:

To support the Head of Sponsorship and Sponsorship Managers in generating new business for projects across the whole of the BFI Sponsorship portfolio including BFI Southbank, Archive, Festivals, Corporate Membership.

Work seamlessly and cohesively with the Sponsorship Managers and the senior management team to ensure effective account management and delivery of all sponsor benefits in line with the client's objectives, agreements and deadlines and effective management and organisation of Cultivation and Sponsor events.

Key Responsibilities:

A. Operational

1. To work with the Head of Sponsorship and Sponsorship Managers to identify appropriate corporate sponsorship opportunities across the BFI's cultural programme.
2. To support the Head of Sponsorship and the Sponsorship managers in preparing approaches and proposals to potential sponsors and/or their agents.
3. Undertake prospect research to match potential corporate support to BFI projects and opportunities.
4. Under direction from the Head of Sponsorship and Sponsorship Managers take an active role in the account management of all BFI

sponsors. Ensuring the partnerships are delivered to the highest standard.

5. To participate in BFI cultural planning meetings and support the Sponsorship Managers in creating Proposals for sponsorship projects and opportunities.
6. To support in the creation of sponsorship agreements and ensuring the exchange of approved contracts in a timely and efficient manner in accordance with the internal policies. Keep a record of these contracts on the Development database and within the filing system
7. To build strong relationships with departments across the BFI to ensure the delivery of sponsorship benefits and manage and implement all the ticketing requirements of sponsors across all BFI activities including the London Film Festival.
8. To be responsible for ensuring all marketing and brand led activities within sponsorship are effectively delivered including ensuring rigorous approval systems and undertaking negotiations with the marketing team.
9. Co-ordinate and manage all marketing, brand and ticketing activity for all BFI Sponsors.
10. To be the main point of contact for Corporate Members and ensure effective delivery and co-ordination of all benefits for the Corporate Membership Programme.
11. To act as liaison between the sponsors and all relevant BFI departments, ensuring that all obligations to the sponsor are complied with, including the implementation and management of all sponsors' hospitality events.
12. To co-ordinate and manage guest lists for relevant Cultivation and Sponsor events. To undertake logistical and operational management of events in consultation with the Head of Development Operations.
13. To manage and monitor the invoicing and payment schedules of sponsors including the generation of thank you letters and reminders.
14. Maintain a register of gifts in kind as directed by the Head of Development Operation and ensure all sponsorships and invoices are recorded on the relevant databases.
15. Collate and produce evaluation reports for all BFI Sponsorships and maintain and update departmental database.

16. Undertake administrative duties as directed by the Head of Sponsorship and Sponsorship Managers where necessary.

B. Managerial/Team

1. To provide cover for other colleagues as required.
2. To participate in projects and initiatives as required.
3. To actively participate in team meetings, planning, development and team building events

C. Financial Management/Use of Resources

To ensure that all BFI financial and procurement rules and procedures are adhered to and managed staff do likewise

3. To ensure that all assets and resources are well managed and secure.

D. General

1. To be an ambassador for the BFI and maintain a professional approach at all times.
2. To create and maintain good collegiate working relationships with other BFI Directorates.
3. To carry out all responsibilities in a way which supports the BFI brand values and promotes diversity and inclusion.
4. To undertake any other duties that may be reasonably required

E. Diversity

1. To carry out all responsibilities in a way which supports BFI values and promotes equal opportunities, diversity and inclusion within the BFI.

Person Specification

Sponsorship Coordinator

Minimum Requirements:

- At least 1 years experience in sponsorship, sales, marketing or a fundraising role within a non-profit making organisation.
- Knowledge and understanding of the cultural sector, film and the industry.
- Understanding of arts marketing and the motivations behind arts sponsorship.
- A high standard of word processing skills and numeracy.
- Sound administrative skills including the ability to work to tight deadlines.
- Experience in working with databases or client management systems.
- Excellent communication skills with the ability to deal effectively with people at all levels.
- Good organisational skills with the ability to prioritise and to manage and meet deadlines.
- A proactive and customer focused approach delivered within a best practice framework.
- Ability to deal with demands of a busy, pressurised office and to deal with a wide range of contacts and enquiries.
- Ability to think creatively in identifying potential sponsorship opportunities.
- A collaborative approach to working with colleagues and a proven track record of meeting targets and delivering as a team.
- Ability to work independently and as part of a team.
- Willingness to work unsocial hours.

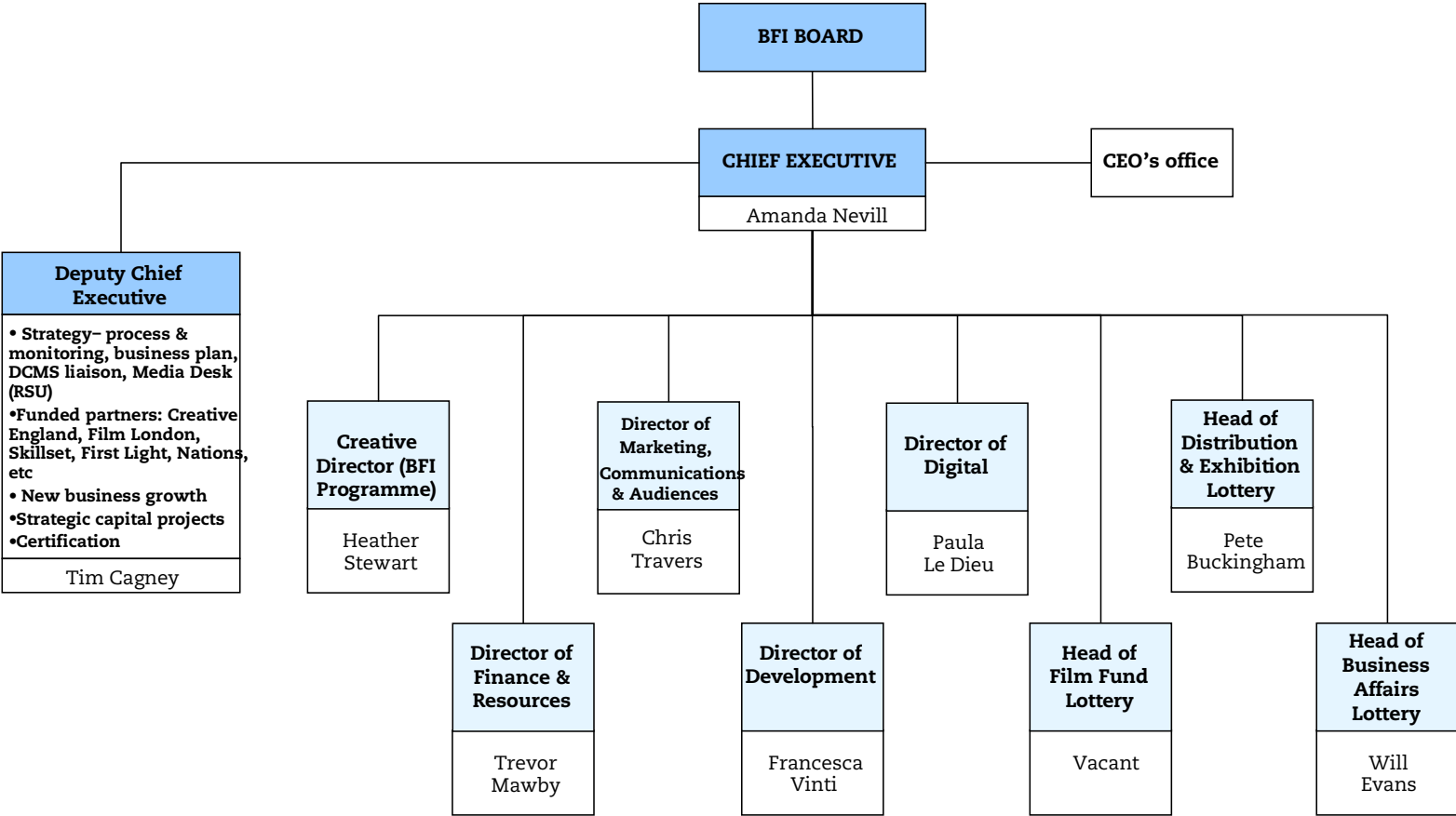
- Practicable application of Microsoft Office.
- A demonstrable commitment to the principles of diversity and inclusion and its practical application and integration in the work environment.
- A commitment to continual professional development.

The postholder must at all times carry out his/her responsibilities with due regard to the BFI's Policies and Procedures.

November 2011

7. BFI Executive Structure:

Reporting Structure



8. Development Organisation Chart

