

## **Position Description - Partnerships Manager**

<b>POSITION:</b>	Partnerships Manager
<b>STATUS:</b>	Full-time
<b>CATEGORY:</b>	2 year fixed term contract
<b>LOCATION</b>	Perth, Western Australia
<b>REPORTS TO</b>	Director of Business Development
<b>DIRECT REPORTS</b>	Nil

### **POSITION SUMMARY**

The Partnerships Manager works closely with the members of the Development Department to deliver on the key goals and revenue targets in the company's annual budgets and strategic plan. Specifically, this position generates income from foundations, sponsorship and package sales to corporate partners. The role has distinct focuses: engagement and servicing of existing partners, the acquisition of new partners, and management of foundations.

### **ORGANISATIONAL CONTEXT**

Black Swan State Theatre Company is a leader in creating connections that empower and uplift multiple voices, cultures and ideas. Resident at the State Theatre Centre of WA, our purpose is to create brave and playful conversation. For you. About you. With you.

The Development Department is charged with helping achieve one of Black Swan's strategic goals of being financially sustainable by generating income from the public and private sectors to support the artistic work of the company. To achieve this successfully, it must work collaboratively with all departments of the company.

### **KEY RESPONSIBILITIES AND DUTIES**

#### **Strategy and Planning**

- Assist the Director of Business Development to research, develop, implement and review a new strategic plan for the growth of corporate partnership support, both in-kind and cash, that may include corporate packages, sponsorship and contra arrangements.
- Along with the Director of Business Development, plan and implement an annual partnerships program and calendar.
- Build sector networks and keep abreast of current industry trends at a state, national and international level.
- Build and manage positive and collaborative internal relationships.

#### **Engagement and Acquisition**

- Work with the Director of Business Development to determine key opportunities and prospective partnerships that expand the partnership portfolio.
- Undertake research to ensure appropriate brand and strategic fit of potential partners.
- Devise a menu of benefits for sponsors that leverages Black Swan's unique assets and use those to create partnerships that respond to the corporate needs of each potential sponsor.
- Identify the corporate needs of each prospect and develop compelling pitches and proposals focussing on multi-year partnerships.
- With the Director of Business Development, negotiate partnerships that offer an appropriate return on investment for Black Swan.
- Develop and market corporate packages.
- Review major donors for possible corporate synergies.

### **Trusts and Foundations**

- Support relationships with philanthropic trusts and foundations.
- With the Director of Business Development, evaluate funding opportunities to ensure that there is an appropriate strategic fit with the company's activities and that the funding works to further the company's objectives and financial sustainability.
- Develop appropriately costed proposals and submissions.
- Ensure project delivery complies with the conditions of each grant.
- Working with the Finance Department, deliver timely and thorough acquittals.

### **Servicing**

- Ensure first class partnership servicing and delivery of contractual benefits.
- Build positive relationships to ensure that partners are engaged and inspired, through regular and impactful communication.
- Implement strategies to increase the value and length of partnerships at the time of contract renewal.
- Work with the Director of Business Development, the Philanthropy Manager and Digital Marketing Manager to deliver an effective web presence that acknowledges and encourages sponsors.
- Develop and maintain a system for measuring partnership impact to demonstrate value and encourage renewal or increased investment.
- Demonstrate the best practice use of the Tessitura CRM to efficiently manage existing and potential sponsors including data management, proposals, receipting, communication, and reporting.
- Develop, manage, and evaluate sponsor engagement to encourage deeper relationships with the company and increase advocacy for the company while growing audiences.

### **Events**

- Work with the development team and the Artistic, Production and Marketing departments to deliver high quality events throughout the year that enhance experience and engagement.
- Ensure key sponsors are appropriately hosted by staff and board members.
- Prepare debriefing reports of events for evaluation and improvement.

### **Financial Management and Reporting**

- Ensure effective budgeting of events and submissions to maximise return on investment.
- With the Finance Department, monitor the partnership revenue and expenditure budgets, and ensure all procurement guidelines and expenditure processes are adhered to.
- Provide regular reporting and advice on financial and KPI progress to the Director of Business Development.
- Working with the Finance Department, deliver timely and thorough reports to partners.

## **ORGANISATIONAL RELATIONSHIPS**

The role sits within the Development team and liaises across departments, as required.

**Reports to:** Director of Business Development

**Key internal relationships:** Development Coordinator, Philanthropy Manager, Company Manager, Digital Marketing Manager, Public Relations Manager and Finance Officer.

**Key external relationships:** Existing and potential corporate partners.

## **SELECTION CRITERIA**

### **Essential**

1. Experience in the management of corporate partnership programs at a senior level.
2. Minimum of four years' experience in sponsorship, business development, major account management or marketing/public relations.
3. Formal qualifications in a relevant discipline including communications, arts management, business, fundraising, marketing or other relevant area.
4. Experience in creating and developing strong relationships with supporters and stakeholders at all levels.
5. An understanding of corporate strategy.
6. High level verbal and written communication and advanced presentation skills.
7. Experience in the planning and execution of events.
8. Experience in the use of CRM systems.
9. Ability to manage time and deadlines effectively and to work within a fast moving, environment.
10. Experience in budget management.

### **Desirable**

1. A knowledge of the Western Australian arts development environment.
2. Prior experience using Tessitura CRM.

## **SPECIAL CONDITIONS**

Work outside normal office hours, including evenings and weekends will be required from time to time.

*This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.*

## **KEY RESULT INDICATORS**

The following will be used to assess the employee's performance in the role at performance appraisals:

1. Achievement of annual income targets, as agreed in company budget.
2. Expense management within the partnership budget.
3. Sponsor satisfaction and engagement with the company.
4. Growth in corporate income.
5. Sponsor retention levels.
6. Timely reporting to management and sponsors.
7. Successful execution of sponsor events that deliver the budgeted ROI.
8. Development of quality communications and collateral that delivers the budgeted ROI.
9. High level sponsor satisfaction and engagement with the company.
10. Proficiency in the use of the Tessitura CRM.