

WOMADelaide

- THE WORLD'S FESTIVAL -

EXPRESSION OF INTEREST:

- 1. Title** Partnerships Manager
- 2. Commencement Date** TBC 2023
- 3. Contract** Ongoing (1 year contract)
- 4. Employment type** Part time 0.5 (May – January)
Full time (February – March)
- 5. Reporting to** Director, Marketing
- 6. Duties** (*not limited to*)

A hands-on role, the Partnerships Manager works closely with the Director, Marketing, and wider leadership team to service and secure current and future partners and supplier contra benefits to offset the costs of delivering one of Australia's pre-eminent major arts festivals.

The position is responsible for overseeing the development and management of the sponsorship campaign for WOMADelaide (the festival) and, as may arise, for specific projects being produced/managed/toured by the WOMADelaide Foundation and Arts Projects Australia (APA, the festival Event Manager).

7. Key Result Areas

7.1 Partnerships, Development

- Manage the delivery of the contracted benefits across the festival including the provision of ticketing, marketing, sponsor activations/branding opportunities and hospitality
- Prepare sponsorship proposals, arrange meetings with prospective sponsors, write sponsorship-related copy and materials as may be required to effectively deliver the sponsorship and development programs
- Identify, develop and manage an integrated sponsorship campaign in order to maximise sponsorship income (cash and in-kind) to the festival
- Oversee and manage the servicing of current major funding and sponsorship relationships and agreements including the Principal Sponsorship contract with the Government of South Australia through the SA Tourism Commission (SATC) through Events South Australia and the festival's presenting partnership relationship with the Hackett Foundation and associated support from the Adelaide City Council, major supply sponsors (beer/wine etc) and 'local' stakeholders as required
- Ensure the proper documentation and signing of sponsorship agreements including payment details and details of any services and benefits to be delivered by the festival

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- Consult with the SATC and any other relevant stakeholders (Adelaide City Council, Adelaide Festival etc. as and when appropriate) regarding all necessary approvals including artwork incorporating logos and credits
- Oversee and support other departments in the implementation of in-kind contractual arrangements including monitoring of expenditure and budget
- Manage, in association with the SATC and associated key stakeholders, any VIP functions or other hospitality events as required
- Develop strategies that position the festival as an attractive property to likeminded and socially conscious organisations and funding bodies
- Negotiate agreed sponsorship levels including fees paid by the sponsor, specific alignments and benefits, site activations and draft appropriate documentation of these agreements
- Liaise with all departments to explore innovative ways to develop revenue opportunities whilst delivering agreed benefits to existing partners

7.2 Donations & Philanthropy

- Work collaboratively with the Marketing and Ticketing teams to generate income and achieve WOMADelaide's philanthropic targets and engagement objectives
- Ensure the organisation is using Tessitura CRM functionality to communicate effectively with donors across the calendar year with key information including on sales, Foundation initiatives, artist announcements and invitations

7.3 Reporting & Finance

- Provide reporting for partners that demonstrate the outcomes and benefits by the festival and the value of their investment
- Prepare acquittal reports for all sponsorship arrangements, philanthropic donations and grants including leading economic impact reporting
- Monitor performance against budget and, in consultation with the festival Director and Marketing Director, prepare information for Government mandated reports where required
- Ensure the proper acquittal of all sponsorships, donations and grants including providing relevant statistical information
- Manage CRM and contractual requirements to process and receipt all payments accurately in Tessitura including raising invoices, managing payment timelines and monitoring 'cost of service'

8. Remuneration

A suitable remuneration package will be negotiated with the successful applicant.