



## **JOB SPECIFICATION**

<b>POSITION:</b>	<b>PARTNERSHIPS DEVELOPMENT MANAGER</b>
<b>REPORTS TO:</b>	<b>CHIEF EXECUTIVE OR DELEGATE</b>
<b>DIRECT REPORTS:</b>	<b>N/A</b>
<b>LOCATION:</b>	<b>MIDSUMMA FESTIVAL OFFICE / EVENT SITES.</b>
<b>POSITION TYPE:</b>	<b>FIXED TERM CONTRACT initial 2-year contract with an opportunity to extend</b>
<b>LAST UPDATED:</b>	<b>June 2022</b>

---

### **Midsumma**

Melbourne's and Australia's premier LGBTIQ+ Arts organization with both a developmental and a celebratory / profiling focus; for arts and cultural events for and by members of diverse LGBTIQ+ artistic communities. Our primary activity is the annual multi-artform Midsumma Festival presented over three weeks from mid-January to February each year. Midsumma also works year-round to provide artists with support and tools to create, present and promote their work and develop their arts practice as a leadership LGBTIQ+ arts organization nationally

Midsumma brings a diverse mix of artists, performers, and audiences together for celebration and innovative presentation of queer arts and culture as well as year-round developmental opportunities. The diverse annual festival program is made up of a wide range of events and activities including visual art, theatre, spoken word, cabaret, film, live music, parties, sport, social events and public forums.

With strategic focuses that include intersectional communities such as Indigenous, disability, culturally and linguistically diverse communities (including refugees), diverse families, and seniors, Midsumma Festival engages with broad communities across age ranges and cultural demographics; truly representing true inclusion and diversity in all its forms.

### **Job Summary**

This senior leadership position is responsible for strategy planning and management of all areas of sponsorship / corporate partnership development of Midsumma and particularly its primary activity, the annual Midsumma Festival. This includes corporate sponsorship and to a lesser degree Trust and Foundation philanthropic grant programs related to the corporate environment where applicable.

The role is 'hands-on', developing and implementing strategy and undertaking direct corporate partnership servicing requirements. The role works closely with the Chief Executive of Midsumma who also provides hands-on delivery assistance with regards to sponsor prospecting and relationship servicing.

The role works across a broad range of office and event management disciplines including but not limited to:

- Strategy development and implementation
- Budget management
- Partnership relationship development
- Coordination of corporate servicing events and hosting of partners at Midsumma activities.

- Working with Production & Operations regarding event resources
- Administrative requirements to support the partnerships development area
- Database management (CRM)
- Reporting

### **Key working relationships**

The position reports to the Chief Executive as a member of the leadership team and will work closely with the Chief Executive, Marketing and Communications Manager and where applicable Board of Midsumma.


Develop meaningful and productive relationships with key Festival stakeholders including corporate partners, Trusts, Festival sponsors, government agencies associated with Midsumma.

Develop and maintain positive relationships with all members of the Midsumma team across all departments.

### **KEY FUNCTIONS OF THE ROLE:**

- To provide detailed expert advice to the Chief Executive in respect of all elements of Midsumma's corporate partnerships / sponsorships and related corporate trust philanthropy programs, present and future development.
- To keep abreast of current industry trends at both a national and international level.
- To develop and manage all corporate partnerships development in close collaboration with the Chief Executive with a strategic overview, with a view to maximising potential revenue for the Midsumma to support and grow ongoing artistic objectives.
- In consultation with the Chief Executive, to research, develop, implement and review, strategic plans for Midsumma with regards to sponsorship / corporate partnerships in an ongoing way that best meet short-, mid- and long-term objectives.
- Establish key performance indicators for the achievement of departmental strategic plans and monitor and report progress against these indicators.
- In consultation with the organisation, identify and seek agreed limited grants from philanthropic Trusts and Foundations where applicable.
- Ensure the proper servicing and acquittal of all sponsorships in close collaboration with the Marketing Manager and Chief Executive Midsumma.
- Develop meaningful proactive relationships with current and identified potential sponsors and associated networks, to best place Midsumma at all times to maximize future revenue and partnerships.

### **Key accountabilities**

- Develop and propose multiyear development plans, taking into account all known internal and external environmental factors, to best place Midsumma to meet its development objectives over the short, mid and long term. 
- Undertake continual research and network development to identify potential new corporate relationships and regularly develop targeted proposals to a range of potential new clients to maximise potential revenue for Midsumma.
- In consultation with the Chief Executive and the Manager, Finance & Administration, to set departmental revenue targets, and to implement all necessary research, sales development and account service management to achieve business development revenue targets.
- To ensure the development of appropriate packages and management of servicing of all partnerships to maximise continual engagement and revenue from existing corporate partners, taking into account other sponsorship / partnership opportunities available in the corporate market.
- Maintain all relevant processes and procedures as appropriate to ensure smooth delivery of all elements of relevant festivals operations.
- Manage departmental revenue and expenditure budgets and targets, authorise expenditure against approved budgets within delegations, and compile quarterly reforecasts of all project budgets in consultation with the Chief Executive. Ensure that all financial and administrative elements are managed within agreed Midsumma policies and procedures and comply with Midsumma's delegations and purchasing policies.
- In consultation with the Chief Executive, determine, manage and deliver any required sponsor functions, with the support of the organisation.
- Consult with the Manager of Marketing & Communications to ensure a cohesive stakeholder management plan that meets the needs of the organisation to maximise sponsorship income and stakeholder engagement within the broader needs of the whole organisation.
- Contribute to a process of communication, evaluation, assessment and learning to ensure continual improvement processes are in place that supports Midsumma's culture as an inclusive learning organisation.

---

---

## PERSON SPECIFICATION

### Key competencies

- Successful track record in sponsorship sales and broad-based fundraising with an understanding of Australia's corporate sector where relevant to arts and community sectors.
- Experience in the areas of customer service.
- Excellent knowledge of South Australian, interstate and national business networks.
- Working knowledge of Australia's arts and events industry
- Demonstrated respect and empathy for members of diverse communities, the arts, and in particular members of LGBTQIA+ communities
- Excellent negotiation skills and extensive experience in negotiating fees and contractual arrangements such that both parties succeed.
- Track record in financial budget management and the ability to establish and maintain associated administrative business systems relevant to marketing, sales and fundraising.
- Proven strategic planning, research, analysis and reporting skills.
- A collaborative and flexible approach to problem solving and information sharing.
- A commitment to broad organisational values and objectives.

<b>Employment Conditions:</b>	<ul style="list-style-type: none"><li>• A fixed-term contract</li><li>• Salary level between \$90,000 and \$100,000 p.a pro-rata plus superannuation at 10.5%</li><li>• Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead-up events and functions.</li><li>• The position will receive the pro-rata equivalent of four weeks' annual leave and sick/personal leave pro rata, calculated upon 10 days' sick leave per year for a full-time position.</li><li>• The salary takes into account additional working hours during the festival delivery period and no overtime or penalties shall be payable. Time off in lieu may be negotiated at the discretion of the Chief Executive.</li></ul>
-------------------------------	--

Midsumma is an equal Opportunity Employer who values diversity in the workplace. As such we encourage and support applications from people from diverse backgrounds.

### OH&S Statements

Midsumma is committed to providing and maintaining a safe and healthy working environment for all staff, volunteers, contractors and visitors. This commitment is in accordance with the organisation's values and the requirements of the various occupational health and safety Acts, associated regulations and codes of practice.

### Apply

All applications must address the role's position description and provide clear examples of previous related experience. For any further information on the role or organisation please contact [applications@midsumma.org.au](mailto:applications@midsumma.org.au)

Applications close **5pm 5 August 2022** and should be sent to [applications@midsumma.org.au](mailto:applications@midsumma.org.au)