



POSITION DESCRIPTION

HRF001:

Date: Aug 08

Approved by:

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| Position Title: | Senior Development Executive |
| Department: | Development |
| Classification / Level: | AFC Job Grade 9 (\$57,083 to \$69,761 plus 9% super) |
| Term of Contract | 2 year full time employment contract |
| Reports to: | Manager, Development |
| Direct reports: | Development Executive Development Sales Coordinator. |
| Significant working relationships: | Corporate sector clients and networks, all AFC departments & staff, Foundation donors, grant makers, committees |
| Decision Making / Purchasing Authority: | Within delegated authority levels |
| Special Conditions: | Attendance at and hosting of corporate and partnership functions and events is an essential requirement to the position Intrastate and Interstate travel may be required and some out of office hour's work will be required on a regular basis |

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| Information on Adelaide Festival Centre | The Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the State. The AFC welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state |
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| Department Overview | The mission of the development department is to actively source supporters and create opportunities for mutually beneficial partnerships that generate revenue for Adelaide Festival Centre programs and events. To use best practice to manage those partnerships cost effectively and to generate pride and ownership in the department's success internally and externally through effective communication. |
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| Summary of Key Purpose: | To create, promote, negotiate, secure, manage and evaluate mutually beneficial partnerships with sponsors, business clients and grant making institutions. The position plays a key role in providing direction within the department and deputising departmental objectives as delegated by the Manager, Development |
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| Key Result Area / Accountabilities: This position will: | KPI / Measurement: How this will be measured: |
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| Corporate Partnerships | |
| <ul style="list-style-type: none"> Identify and develop sponsorship packages for a variety of festivals and programs | Sponsors identified and sponsorship packages developed to a high standard |
| <ul style="list-style-type: none"> Work with Marketing department in a strategic way to develop proposals and promote partnerships incorporating marketing principals | Marketing plan developed and implemented for each sponsor. Regular consultations with sponsors and Marketing occur to ensure the delivery of benefits |
| <ul style="list-style-type: none"> Present proposals to prospects, secure signed contracts for cash and in-kind sponsorship | Proposals presented & negotiated, relevant risk assessments conducted & contracts secured for either cash and/or in-kind meeting agreed targets |
| <ul style="list-style-type: none"> Secure available paid advertising bookings from existing sponsors | Advertising bookings from existing sponsors secured |
| <ul style="list-style-type: none"> Work with other Adelaide Festival Centre staff to deliver 100% of benefits to sponsors and offer further opportunities to sponsors during their contract | 100% of benefits are met as per contract specifications and acquittals performed where requested. Additional opportunities identified and implemented in consultation with sponsors and Manager |
| <ul style="list-style-type: none"> Promote opportunities for partnerships at the Adelaide Festival Centre to prospects | Prospects identified, plans developed & implemented using networking nights, hosting at selected performances and securing external appointments |
| <ul style="list-style-type: none"> Compile statistics based reports to sponsors, clients and grant making institutions to stimulate retention | Reports generated & delivered in a timely manner to stakeholders and agreed targets are achieved to assist in re-signing clients |
| Grants | |
| <ul style="list-style-type: none"> Work with Managers and staff from other departments to identify opportunities and submit applications for program support from grants and research grant making institutions | Proposals developed and submitted to appropriate agencies within deadline and requirements to achieve targets |
| <ul style="list-style-type: none"> Work with other Adelaide Festival Centre staff to deliver 100% of conditions to grant making institutions | 100% of grant conditions met as per contract specifications and acquittals performed where requested |
| Foundation | |
| <ul style="list-style-type: none"> Supervise designated Foundation events | Achieved agreed outcomes within designated timelines |

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| Corporate Hospitality | |
| <ul style="list-style-type: none"> • Manage the development of promotional packs, e-communication and brochures to promote AFC opportunities | Working well with the Development Sales Coordinator. Promotional packs developed and disseminated and target revenue secured as per agreed timeline and targets. |
| <ul style="list-style-type: none"> • Develop and secure corporate hospitality revenue | Potential corporate partners identified and hospitality revenue targets achieved |
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| Additional General Duties | |
| <ul style="list-style-type: none"> • Supervise the team and provide direction within the department and deputise for the Manager, Development on departmental communication, strategies, benefit delivery and reporting | Development Executive and Development Sales Coordinator are provided with appropriate direction and support. Agreed outcomes are achieved through effective communication within the department and interdepartmentally |
| <ul style="list-style-type: none"> • Research and network to contribute to the prospecting database of corporate sector targets | Contributing to database by identifying prospective business contacts. Prospects are developed and followed up resulting in corporate clients signing up for sponsorship and/or corporate hospitality |
| <ul style="list-style-type: none"> • Comply with all AFC policies and procedures including OHSW, Customer Service and Records Management | Understanding of policies and procedures demonstrated regularly through assistance provided to staff and appropriate behaviours |
| <ul style="list-style-type: none"> • Other duties as required by the Manager, Development | Other responsibilities carried out efficiently as per Manager's request |
| <ul style="list-style-type: none"> • Work with Manager, Department Assistant and other staff to ensure efficient and safe methods of working (includes undertaking training, and OHSW) are being followed | OHS&W policies, guidelines and work practices are being followed and appropriate guidance provided to junior staff members |

Corporate Values:

| Value: | Detail: | Measurement: |
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| 1. We believe in the arts. | 1. They are essential for a vibrant and healthy community. We provide an important service to the public | 1. Demonstrated passion for the arts |
| 2. We are a leader in the arts. | 2. We are proud of the leadership role we play in the arts | 2. Contribution to the promotion and achievement of the centre |
| 3. We value our customers. | 3. They are critical to our success. We respect, listen to and work with our customers and the community | 3. Demonstrated ability to provide outstanding customer service to both internal and external customers |
| 4. We achieve through teamwork. | 4. By working as a team within the centre and actively seeking partnerships with other companies our achievements will be strengthened | 4. Strong commitment to teamwork and positive contribution to a cohesive team environment |
| 5. We support and value our employees. | 5. It is integral to our success that employees feel supported, valued and acknowledged | 5. Demonstrated respect and professional behavior to others |
| 6. We believe in growth through improvement | 6. Learning about new ways to improve our work will benefit the Centre and the community | 6. Demonstrated ability to review and improve the tasks and functions undertaken |

| Key Competencies: | Requirement (essential / highly desirable/ desirable) |
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| Qualifications / Education | Qualification / Education |
| Tertiary qualifications in a business related discipline | <i>Highly desirable</i> |
| Knowledge/Skills/Abilities | Knowledge/Skills/Abilities |
| Previous successful sales, sponsorship or fundraising experience and knowledge of marketing principals | <i>Essential</i> |
| A strong understanding of and experience with meeting sales objectives | <i>Essential</i> |
| Experience preparing and presenting business case propositions | <i>Essential</i> |
| Strong negotiation skills and ability to close a sale | <i>Essential</i> |
| Previous experience managing key client accounts including contract delivery, monitoring and reviewing contracts | <i>Essential</i> |
| Excellent standard of presentation and communication | <i>Essential</i> |
| Previous experience supervising staff | <i>Essential</i> |
| An enthusiastic, consultative team-building style with the ability to accept responsibility for making decisions | <i>Essential</i> |
| A proactive, enthusiastic, collaborative and results-orientated focus | <i>Essential</i> |
| Lateral thinking and problem-solving skills | <i>Essential</i> |
| The ability to achieve financial targets and meet deadlines | <i>Essential</i> |
| An understanding of business ethics and procedures | <i>Essential</i> |
| A high degree of computer literacy in MS Office suite | <i>Essential</i> |
| Driver's licence | <i>Essential</i> |
| A passion for the arts | <i>Highly Desirable</i> |
| Experience with the preparation of grant applications, sales proposals or similar | <i>Highly desirable</i> |
| Established networks and communication channels within both the local and national corporate sectors | <i>Highly Desirable</i> |

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Signature of Incumbent:

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Signature of Manager:

Date:.....

Date:.....