



SYDNEY FESTIVAL POSITION DESCRIPTION

Title: External Relations Manager

Reports to: External Relations Director

Contract: Full-time, permanent contract

Salary: Negotiable based on experience

PURPOSE

The main purpose of the External Relations Manager is to meet the Festival's fund-raising targets through the strategic acquisition of cash funding from the corporate & community sectors as well as the maintenance and development of the Festival's existing relationships. Working with other departments to manage the fulfilment of sponsorship contracts and delivery of key VIP events.

PRIMARY OBJECTIVES

- Working closely with the Senior External Relations Manager to identify and develop new sponsorship prospects with particular emphasis on securing high-value, multi-year relationships.
- Generate corporate & community fundraising revenue to meet and exceed annually agreed income targets
- With assistance from the External Relations Coordinator, implement and manage all aspects of the contractual benefits of your portfolio of new & existing Festival partners, including; advertising, branding, entertainment, ticketing, promotional opportunities, marketing and hospitality.
- Working with the Hospitality Consultants and the External Relations Director to deliver high quality VIP events within budget during Festival season.

DUTIES INCLUDE

- Generate corporate & community fundraising revenue to meet annually agreed income targets
- Maintain and grow an active pipeline of prospects. Develop tailor-made proposals and innovative strategies and tactics for identifying, cultivating, soliciting a portfolio of partners
- Ensure that the Festival has the best chance of retaining and developing its existing sponsorship and funding base by closely monitoring relationships and maintaining service levels to the highest standards achievable.
- Identifying opportunities to maximise investment from existing Festival partners
- Writing high quality external communications documents, mainly consisting of sponsorship proposals and contracts. Also includes post-Festival reporting documents, acquittals and grant applications as required.
- Negotiate and evaluate partnership benefits appropriate to the level of investment.
- Work with the External Relations Coordinator to secure venue partners for VIP events and oversee the Festival Feasts program.
- Ensure that all approaches for funding across Corporate and Community partners are tracked consistently, through effective use of the ENTA system (CRM) or tracking spreadsheet.
- Attend Festival events and functions as necessary and be an appropriate representative of the Festival at public functions.

ESSENTIAL SKILLS & ATTRIBUTES

- A minimum of 3 years related experience with demonstrable record of success in new business development
- Development and management of corporate and community partnerships at senior level
- Creative approach with commercial aims in a not for profit environment
- Demonstrated experience in negotiating and fulfilling sponsorship agreements
- Experience of maximising opportunities from researching prospects to generating meetings and securing income
- Ability to work effectively in cross-departmental teams or structures to deliver projects
- Experience in the formulation and execution of contracts
- Excellent written and verbal communication skills