



SYDNEY FESTIVAL POSITION DESCRIPTION

Title: Sponsorships Coordinator

Reports to: External Relations Director

PURPOSE

The Sponsorships Coordinator plays a key role in supporting Sydney Festival's fundraising efforts by assisting the External Relations team in securing both cash and in-kind support from corporate and government sectors. This role also contributes to the strengthening and growth of existing partnerships. The Coordinator is responsible for a range of administrative and coordination tasks including preparing proposals and reports, managing sponsor ticketing, assisting in the delivery of internal and external events, and providing account management support across the partnership portfolio.

PRIMARY OBJECTIVES

- Manage and deliver the Festival's restaurant program, Festival Feasts.
- Support the External Relations team in nurturing existing partner relationships and identify opportunities to maximise sponsorship investment across cash and contra arrangements.
- Assist in the implementation and delivery of contractual benefits of all Festival partners, including advertising, branding, ticketing, promotional opportunities, marketing, and hospitality.
- Work collaboratively with the Events & Hospitality Manager and the External Relations Director to deliver high quality events, ensuring they are executed within budget.

DUTIES INCLUDE

- Support the External Relations team with the delivery of contractual sponsor benefits by maintaining organised tracking systems for marketing, branding inclusions, sponsor ticketing, and corporate hospitality.
- Coordinate the Festival Feasts program including identifying prospects, proposal development, presentation to new prospects & existing partners, acquisition of cash & in-kind restaurant partnerships, delivery of all partner benefits & collating and analysis of results.
- Assist in the development and preparation of tailored sponsorship proposals and presentation materials for prospective partners, ensuring accuracy, professionalism, and alignment with brand tone.
- Collaborate effectively across Sydney Festival departments, in particular Marketing, Production, Ticketing and Programming teams to implement partnership benefits across the full portfolio of sponsors and partners.
- Assist the External Relations team to maximise business development efforts. Tasks may include research on prospective sponsors, writing briefing papers, proposals, post-festival reports, and other assigned responsibilities, ensuring accuracy, clarity, and alignment with brand guidelines.
- Support the Events & Hospitality Manager in delivering internal and external events within budget. Tasks may include briefing invitation artwork, managing invitation lists, creation of name tags, mail-outs, RSVPs, booking venues and on-site hosting.
- Coordination of nominated media, corporate, restaurant and production sponsorship contracts and account management needs.
- Work with the Marketing team to create a photography schedule for the Festival photographer, ensuring sponsor branding and activations are well documented for reporting and acquittals.
- Maintain consistent and accurate tracking of prospect and partner engagement using Sydney Festival's CRM (ENTA) or designated tracking systems.
- Attend Festival events and functions as necessary, maintaining a professional and approachable presence.

- Uphold confidentiality and discretion when handling sensitive information related to sponsors, contracts, and financial matters.
- Proactively identify opportunities to improve administrative processes and implement more efficient systems within the department.

ESSENTIAL SKILLS & ATTRIBUTES

- Exceptional organisational skills, with strong attention to detail and time management.
- Previous experience in administration within a professional environment.
- Demonstrated experience managing a portfolio of accounts and fostering strong partner relationships.
- Experience assisting with the preparation of sponsorship proposals and written communication materials.
- Ability to collaborate effectively across departments and contribute to cross-functional project delivery.
- A team player with a solutions-focused, creative mindset.
- Excellent written and verbal communication skills.
- Flexible and highly collaborative, with the ability to adapt to shifting priorities.
- Confident and open to evolving processes to achieve better outcomes.