

Sponsorship Executive – New Business & Activation

Reports to:	Head of Business Development
Supervises:	Intern
Works closely with:	Sponsorship Executive – Renewal & Activation Development Coordinator – CRM & Engagement Functions Coordinator (Oct – Apr) Executive Assistant Philanthropy Manager & Executives Marketing Team Programming Team Production Team

The Sponsorship Executive – New Business & Activation is a maternity-leave contract, reporting to the Head of Development, to generate income and achieve the Adelaide Festival's business development targets and sponsorship objectives for the 2023 & 2024 Adelaide Festivals.

This position acts as a day-to-day contact for sponsors and is responsible for implementing operational strategies that achieve new income from the corporate sector and delivering agreed sponsorship benefits to 100%.

Working alongside the Sponsorship Executive – Renewal & Activation, this position is expected to ensure all Adelaide Festival sponsors' contractual obligations are met and, where possible, exceeded – to deliver all sponsor benefits and activations, create integrated leveraging concepts, and service sponsors' needs.

The Sponsorship Executive works closely with the Development Coordinator – CRM & Engagement to research the national corporate landscape and utilise Tessitura for accurate contract and stakeholder record keeping and reporting, and the Functions Coordinator (Oct-Apr) to achieve stakeholder engagement goals.

Key Result Areas

People & Culture

- Participate as a proactive member of the Adelaide Festival Team and Development Team to promote a culture of teamwork, mutual respect and trust
- Liaise collaboratively with all departments and communicate Development strategies to ensure that a collective, festival wide approach to customer service / stakeholder engagement is maintained
- Participate in continuous improvement activities by regularly evaluating processes for efficiency and productivity and recommending changes to the Head of Development
- Participate in initiatives that enhance access, inclusion, innovation, education and sustainability
- Adhere to and comply with Adelaide Festival policies and procedures including WHS requirements
- Continuously keep the Adelaide Festival's core values and overall strategic plan front of mind when considering Sponsor initiatives, and consider ways to amplify Adelaide Festival's business and marketing objectives through Sponsor-related activities
- Actively participate in networking and professional development opportunities, and continually research and monitor the national corporate landscape

Development Committee

- Attend, contribute to, and minute Adelaide Festival Development Committee meetings, as required

Business Development & Account Relationship Management

- Work with the Head of Development to implement operational strategies to achieve **new income** from the corporate sector
- Identify & develop relationships with potential sponsors to generate new income through new business
- Prepare and submit new **business proposals** outlining the benefits ensuring they are followed up, and **contracts** are negotiated and **signed** in a timely manner
- Regularly attend **networking sessions** and continually **research** both existing and potential new sponsors that result in sponsorship extension opportunities and new leads

- **Day-to-day engagement** with sponsors to develop & maintain strong relationships through enhanced customer service, and coordinate & deliver sponsorship benefits to 100% and where possible, exceeding their expectations
- Conceptualise and execute creative activations and integrated **leveraging** activity that benefit the Festival, the sponsor and audiences
- In consultation with AF marketing prepare **materials for distribution** to current and potential sponsors
- Carry out regular, timely and accurate **communication** to sponsors at all levels with the support of the Development Coordinator – CRM & Engagement
- Conduct post festival sponsorship **surveys** & evaluations and coordinate sponsorship **reports & acquittals** within a timely manner
- Ensure the appropriate **connections** are made at various levels within the organisation (ie Chief Executive, Chairs, Artistic Director, Head of Development)
- Liaise with the relevant AF departments to develop & deliver creative, integrated leveraging concepts to meet partnership objectives and benefit the Festival, the sponsor and audiences
- Work closely with the Development Coordinator – CRM & Engagement to ensure sound data management, with **databases** maintained accurately and regularly updated in **Tessitura**
- Oversee the Development Coordinator – CRM & Engagement to coordinate and distribute sponsor **launch and ticketing packs** and provide ongoing **ticketing** assistance, and distribute Festival **guides/promotional** materials and key communication announcements in a timely manner
- Plan sponsor engagement activities and work closely with the Functions Coordinator (Oct-Apr) to deliver high-quality **events**
- Keep the Head of Development advised of sponsorship activity, status of proposals & renewals, invoicing & payments and **prepare internal reports** when required

Finance, Administration & Reporting

- Achieve agreed financial income targets across the Sponsorship Program
- Manage sponsor contracts and delegate to Development Coordinator – CRM & Engagement to ensure invoicing and receipting is completed on time and recorded accurately in Tessitura
- Monitor contra arrangements to ensure expenses and spend are consistent with contractual arrangements
- Raise purchase orders and monitor expenditure budget associated with sponsor benefits and engagement

- Provide the necessary administrative support to assist in achieving set financial targets and cost-to-service percentages within the Business Development Program
- Provide financial updates to Head of Development as required
- Coordinate the post-Festival sponsor report and debrief process by creating reports with the assistance of the Development Team
- Ensure all databases and records in Tessitura are maintained accurately and regularly updated

Event Coordination

- In consultation with the Head of Development, coordinate and deliver sponsorship events inline with AF's engagement strategy throughout the year, up until the Functions Coordinator is contracted (approx. Sept-April)
- Once contracted, work closely with the Functions Coordinator (Sept-Apr) to deliver events over the Festival period
- Liaise with external suppliers including venues, caterers and Adelaide Festival Beverage Partners, as required
- Prepare event briefs, run sheets, guest profiles and keep updated within the Adelaide Festival Events Calendar and Prepared, as required
- Prepare speech notes in consultation with the Executive Director, Artistic Director, Chair(s), as required
- Ensure all relevant internal and external stakeholders are briefed ahead of each event

Experience & Qualifications:

- A minimum 3 years' experience in a similar role
- Experience working on multi-leveled sponsorship portfolio's with proven successful results
- A degree in Communications or Business is desirable
- Experience in the arts / cultural / events environment is desirable
- Familiarity and connection with the local and national corporate sector

Personal Specifications:

1. Experience working in a fast-paced event environment
2. A genuine drive and curiosity around business and marketing objectives
3. Experience working with sponsors and successfully delivering activations through high-detailed project management
4. Possess a network of business contacts and the knowledge to cultivate & leverage them
5. Proven experience in exploring and securing mutually-beneficial partnerships that benefit the rights-holder, sponsor and audiences / customers
6. Proven experience preparing and negotiating contracts and delivering benefits
7. A strong understanding of customer service principles as they apply to sponsorship, and an ability to manage expectations, yet exceed them appropriately
8. Creative flair and ability to come up with innovative activation & leveraging concepts
9. Strong writing skills and proven experience in applying for and securing financial support through proposals and applications
10. Strong administrative skills & organisation, with high attention to detail and accuracy
11. Excellent presentation, interpersonal skills and ability to communicate ideas effectively
12. Ability to manage time effectively and meet deadlines
13. Ability to work in a high-pressured environment while managing competing deadlines simultaneously – ability to problem solve and remain calm under pressure
14. Proven ability to use, manipulate & manage databases & CRM systems, ideally Tessitura
15. Knowledge of and ability to conduct research and analyse data and for inclusion in planning and reports

16. Knowledge of Microsoft Office programs and the ability to use Word and Excel to an advanced level
17. Demonstrated collaborative working style and the ability to work as a productive team member
18. Knowledge of and familiarity with the Adelaide Festival and its position within the Australian arts sector

Development Team Structure

FINAL - June 2022

