

ADELAIDE FESTIVAL AF

HEAD OF DEVELOPMENT



Innocence, Adelaide Festival 2025. Image © Andrew Beveridge

POSITION DESCRIPTION

APRIL 2025

t +61 (08) 8216 4444
f +61 (08) 8216 4455
info@adelaidefestival.com.au

Level 9, 33 King William Street
PO BOX 8221 Station Arcade
Adelaide SA 5000

adelaidefestival.com.au

ABN 70 858 334 347

ADELAIDE FESTIVAL AF

ABOUT US

Taking place on the traditional land of the Kurna Nation of the Adelaide Plains, Adelaide Festival is Australia's International Festival.

For 65 years we have been the nation's major cultural drawcard, attracting many thousands of visitors annually: all making a pilgrimage to experience the finest international and national artistic endeavours. No other Australian festival has the capacity to present a program of works which can include epic international dance, opera, theatre and music.

Adelaide Festival is internationally recognised as Australia's pre-eminent arts festival. Alongside Edinburgh and Avignon Festivals, Adelaide Festival is cited as one of the top festivals in the world - providing audiences with the chance to see the most original and acclaimed artists working in the world today.

Our curated program includes Australia's largest, and only free, literary festival – Adelaide Writers' Week alongside a cross-section of theatre, opera, music, dance and visual art from artists of all backgrounds and cultures. Inclusivity, creativity, sustainability, trust and celebration drive our passion for delivering Adelaide Festival and Adelaide Writers' Week.

Since 1960, Adelaide Festival has also stood at the helm of artistic innovation, commissioning and championing groundbreaking new works and presenting them alongside the greatest established companies and artists.

ABOUT THE ROLE

Adelaide Festival is seeking a highly experienced, ambitious and strategic Head of Development to lead its income generation strategy and ensure the successful realisation of the festival's bold artistic vision.

As a key member of the senior management team, the Head of Development will play a pivotal role in shaping and securing the financial future of Adelaide Festival. This position is central to the organisation's revenue-raising efforts, overseeing all aspects of non-box office fundraising and stakeholder engagement. Reporting to the Executive Director, the Head of Development will lead the sponsorship and philanthropy teams, driving a dynamic and strategic approach to fundraising across grants, private giving, and commercial partnerships.

The Head of Development will devise innovative strategies to identify, engage, and secure local, national, and international sponsors; build and nurture individual and corporate relationships; attract benefactors; and grow audience support. Through visionary leadership, an entrepreneurial mindset, and collaborative execution, the Head of Development will ensure Adelaide Festival's financial resilience and long-term sustainability.

This position offers a unique opportunity to join the senior management team of one of Australia's most prestigious cultural events. The successful candidate will play a key role at a transformative moment in Adelaide Festival's history, as it enters an exciting new chapter under the artistic direction of Matthew Lutton OAM and the guidance of a new executive leadership team.

ADELAIDE FESTIVAL AF

RESPONSIBILITIES

LEADERSHIP, PEOPLE AND CULTURE

- Provide strategic leadership, guidance, and support to the Business Development team
- Foster a high-performing, collaborative, and cohesive team culture
- Oversee the team's delivery of fundraising and relationship management goals, ensuring alignment with strategic objectives and performance targets
- Facilitate regular team meetings to encourage communication, alignment, and continuous improvement
- Mentor and guide team members, offering timely and constructive feedback to support professional development
- Conduct regular performance reviews with direct reports, setting clear expectations and growth pathways
- Champion the organisation's commitment to financial sustainability, strong governance, and the highest standards of integrity
- Collaborate effectively and openly with fellow Heads of Departments to drive cross-organisational initiatives

SPONSORSHIP

- Identify, negotiate, and secure high-value commercial partnerships that align with Adelaide Festival's brand, values, and artistic vision
- Develop and execute a comprehensive commercial strategy to grow sponsorship revenue and uncover new streams of support
- Create innovative, tailored partnership concepts and deliver compelling, data-driven proposals to potential sponsors and corporate supporters
- Work collaboratively with internal teams (marketing, programming, AWW, production) to build integrated partnership opportunities that deliver measurable value
- Stay informed on industry trends, audience insights, and competitor activity to proactively identify and respond to emerging opportunities
- Monitor and evaluate the effectiveness of sponsorship activations, preparing regular reports and strategic recommendations for partners and internal stakeholders
- Lead the organisation's commercial offering, ensuring partnership packages are creatively aligned with client goals and the Festival's audience
- Develop bespoke renewal strategies that deepen engagement and ensure long-term, mutually beneficial relationships
- Represent Adelaide Festival at networking events, sponsor functions, and industry engagements to build visibility and attract new partnerships
- Report regularly to the Board and Executive team on sponsorship performance, providing data-informed insights and strategic recommendations

PHILANTHROPY

- Lead the philanthropy program with the support of the Philanthropy Manager, overseeing donor acquisition, cultivation, and stewardship across all levels of giving
- Review and refine private fundraising strategies to identify growth opportunities, ensuring alignment with donor interests and optimising revenue from individual and foundation giving
- Oversee the creation of personalised proposals for individual and foundation donors, ensuring their needs are met and fostering long-term engagement with Adelaide Festival

ADELAIDE FESTIVAL AF

- Utilise the Tessitura CRM system to accurately document and track donor communications, including proposals, stewardship plans, and meeting reports, ensuring effective donor relationship management
- Lead research and applying for grants from philanthropic trusts and foundations, and provide regular written reports to the board on the success of fundraising efforts
- Design and implement impactful events for donors and benefactors, ensuring their experiences meet expectations and strengthen their commitment to Adelaide Festival's mission
- Collaborate across departments to integrate philanthropy into the broader organisational narrative and ensure alignment in messaging and donor engagement
- Report regularly to the Board and Executive Team on philanthropic performance, providing data-informed insights and strategic recommendations

FINANCE

- Prepare timely and detailed acquittal reports for all sponsorship, philanthropic arrangements, donations, and grants
- Develop and manage departmental budgets and forecasts, ensuring alignment with financial goals and performance
- Track and provide regular reports on departmental revenue and expenses against budgets and targets
- Contribute to the preparation of government-mandated reports as needed
- Contribute to the management and servicing of government grants when required

RELATIONSHIPS

The Head of Development:

- Reports to the Executive Director
- Works closely with the Artistic Director and Chief Financial Officer
- Leads the Philanthropy Manager and the Sponsorship Manager
- Collaborates with the Adelaide Writers Week, Marketing, Programming, Production and Customer Experience departments
- Engages with Foundation Adelaide Festival Board, Adelaide Festival Board and the various donors and corporate partners

KEY SELECTION CRITERIA

- Extensive experience in business development, fundraising, corporate partnerships, donor management, or a related field, with proven success in achieving revenue targets
- Extensive industry network with a proven ability to leverage high-level contacts and connections to secure new sponsorship opportunities
- Strong ability to build and nurture meaningful relationships with philanthropists and corporate partners, ensuring arrangements are effectively serviced to maximise sponsor benefits and increase philanthropic support
- Exceptional interpersonal skills, with the ability to foster and sustain relationships with colleagues, donors, partners, board members, and audiences
- Demonstrated experience in designing and executing innovative strategies for acquiring new donors and partners.
- Proven project and event management expertise, including the ability to manage budgets effectively and deliver successful outcomes
- Excellent written communication skills, including the creation of marketing materials, grant applications, and partner communications
- Proficiency in database management, including data reporting and analysis (experience with Tessitura is highly desirable)

t +61 (08) 8216 4444
f +61 (08) 8216 4455
info@adelaidefestival.com.au

Level 9, 33 King William Street
PO BOX 8221 Station Arcade
Adelaide SA 5000

adelaidefestival.com.au
ABN 70 858 334 347

ADELAIDE FESTIVAL AF

- Strong understanding of philanthropic, corporate, and government funding landscapes, including relevant compliance, reporting, and regulatory requirements
- Experience working in a fast-paced, deadline-driven environment, with a solutions-focused approach to competing demands
- A strong knowledge of, and genuine passion for, the performing arts

Please note that during the festival delivery period, out of hours and weekend work is required.

STAFF BENEFITS

We're committed to creating a workplace that supports your wellbeing, growth, and life outside of work. As part of our team, you'll enjoy a range of benefits, including:

- Five additional days of paid 'festival' leave each year for year-round staff, on top of four weeks of annual leave
- Employee Assistance Program (EAP): Free, confidential support services for you and your immediate family, covering counselling and wellbeing
- Flexible work arrangements and family-friendly policies, including the ability to purchase additional annual leave, work from home options, and work flexible hours
- Access to complimentary and discounted tickets for a range of our performances and events.
- Free annual flu vaccinations

Adelaide Festival Corporation is an equal opportunity employer, we encourage and promote diversity and inclusion, and welcome applications from all backgrounds.