



**POSITION:** Business Development Manager (Maternity Leave Cover)

**LOCATION:** Adelaide Fringe

**TERM:** Fixed term, full time, salaried position

**START DATE:** 14 December 2020

**END DATE:** 30 September 2021

**REPORTS TO:** Head of Program Operations and Business Development

**SALARY:** \$60,000 - \$67,000 per annum pro rata plus 9.5% Superannuation

### ORGANISATIONAL CONTEXT

Adelaide Fringe is an annual open-access arts festival run over four weeks in Adelaide, South Australia during February and March. It is one of the largest, most popular and diverse arts festivals in Australia. Thousands of artists from around Australia and across the globe participate alongside home-grown talent, in art forms spanning cabaret, comedy, circus & physical theatre, dance, film, theatre, music, workshops, talks, visual art and design.

### POSITION SUMMARY

The Business Development Manager's principle role is to lead Business Development within Adelaide Fringe, including managing key partnerships (Bank SA), other Partners, organisations and collaborators in order to build the Adelaide Fringe Brand and deliver income, both cash and in kind, along with supporting team members in the Business Development department to ensure success. Key aims of the role are to develop growth strategies, and investigate additional revenue streams, leading to diversification in income and opportunities for budget relieving in kind negotiations, whilst also maintaining relationships with existing partners and funders, to increase local, national and international audiences at Adelaide Fringe. Demonstrating an in-depth knowledge of the organisation and its values is essential, whilst ensuring industry trends locally and internationally are known and negotiations with stakeholders are made accordingly.

The Business Development Manager leads two members of the Business Development team with direct reporting lines and is part of the Program Operations department, at times this role will also work across projects with varied deliverables dependant on yearly activity.

Adelaide Fringe will run from 19 February to 21 March 2021, and 18 February to 20 March 2022.

### ORGANISATIONAL RELATIONSHIP

**Department:** Program Operations

**Subsection:** Business Development



- Supervises:** Partnership Manager, Partnership and Events Coordinator,
- Internal Liaisons:** Director and CEO, Heads of Departments, Artist and Venue Manager, Marketing Manager, FringeTIX and Digital Operations and all other Adelaide Fringe staff and departments
- External Liaisons:** Corporate Partners (existing, new and potential); Philanthropic Organisations, Local, State and Federal Government Departments and Adelaide Fringe registered Industry, Artist and Venues.

### KEY RESPONSIBILITIES

- In consultation with the Head of Program Operations, lead, implement and manage a comprehensive strategic partnership plan for Adelaide Fringe with key outcomes including but not limited to, income diversification, philanthropy, Government funding, financial targets, and ensuring it is aligned with Adelaide Fringe's Manifesto.
- Negotiate designated partnerships including benefits to be provided by Adelaide Fringe and negotiate with partners a clear understanding of mutual obligations, ensuring they are cost effective and achievable within budget parameters
- Ensure partnerships income is tracked monthly in detail and all payments by partners are made in a timely and concise manner, including liaising with Head of Finance for invoice requests, delivery and follow up of payments.
- Develop the Adelaide Fringe Brand through leveraging of partnerships.
- Ensure financial forecasting, tracking and reporting of both income and expenditure is up to date and administered in conjunction with the Head of Finance, and variations are communicated in a timely manner.
- Bring new business and income streams to Adelaide Fringe through dedicated partnership negotiations.
- Identify and develop philanthropic opportunities, donations and Major gifts to Adelaide Fringe whilst ensuring growth targets in private and philanthropic giving are met and increase on an annual basis.
- Liaise with the Marketing department to ensure all media partnerships are of benefit to the overall Adelaide Fringe marketing campaign.
- Offer detailed, diligent and timely administration of partnership communications including but not limited to Partnership pitch documents, contracts, logo placements on partnership grid, various collateral sign offs, and reporting.
- In consultation with Head of Program Operations and Director and CEO maintain and increase Local, State and Federal Government funding, including investigating new funding and grant opportunities and applications.
- Oversee creative cross-promotional campaigns for Partners, including signage and promotional requirements and ensure that they are consistent with the Adelaide Fringe image
- Research, follow and share industry trends in Partnerships, philanthropy and grants both locally and internationally.
- Ensure annual reporting on successes and areas needing improvement are communicated to the Executive.

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- Support and attend Business to Business networking events and engagements both internal (i.e. Business Development Day) and external, representing Adelaide Fringe.
- Obtain feedback and provide verbal and written reports as necessary to all partners on their partnership investment and benefits provided by Adelaide Fringe, ensuring partnerships remain agile, current and mutually beneficial to both Partners and Adelaide Fringe.
- Build and maintain effective working relationships and act with diplomacy and discretion when dealing with sensitive and confidential issues.
- Lead, motivate and train the Business Development team including all direct reports, providing individual direction and mentorship enabling development to their maximum potential and performance capability.
- Develop a cohesive team environment supporting task priorities, competing deadlines, and conflict resolution whilst promoting a positive team environment, to ensure team outcomes and expectations are clear.
- Contribute to the strategic vision of the Program Operations Department, including setting timelines, forward planning, systems management, conflict resolution and communications.
- Act as a key representative of the Program Operations team (and at times as the Head of Operations proxy), to deliver broad thinking across the entire Program Operations department, including detailed support, strategy, critical thinking and contributing to positive team moral across all department employees.
- Ensure monthly KPI tracking occurs and management reports are submitted, to the Head of Program Operations for quarterly reporting to Board and Director and CEO.
- Embrace online organisation project management software.
- Act as an ambassador for the organisational culture and values ensuring they are upheld and embedded.
- Observe and follow all Work Health and Safety regulations and safe working practices.
- Undertake projects and activities as directed by the Head of Program Operations.
- Whilst this position description summarises the purpose of the job and lists its key tasks, it is not a definitive list of all the tasks to be undertaken. Tasks can vary from time to time at the discretion of your Manager. To deliver services effectively, a degree of flexibility is needed and the employee may be required to perform work not specifically referred to above.

## SELECTION CRITERIA

- Creative thinker, with proven experience in building and maintaining professional, mutually beneficial relationships with Partners and key stakeholders.
- Experience in leadership and managing a successful team.
- Outstanding communication skills with the ability to liaise, interact and communicate effectively and easily with a broad range of people, both internal and external to the organisation, in a professional and ethical manner.
- Proven ability to negotiate and deliver income through corporate Partnerships, Philanthropy and Government.
- Collaborative working style with the ability to work with a team and in a hands-on capacity.
- Previous knowledge and experience working in an arts environment.

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## PERSONAL ATTRIBUTES

- Keen enthusiasm for, and interest in the arts.
- Ability to cope with high pressure situations with competing deadlines and resolve conflict.
- The ability to self-motivate and motivate a team.
- Ability to work effectively as a team player as well as independently.
- High level attention to detail.
- Patient, positive, amiable and good humoured.

136 Frome Street Adelaide SA 5000

Tel. +61 8 8100 2000

[buzz@adelaidefringe.com.au](mailto:buzz@adelaidefringe.com.au) [adelaidefringe.com.au](http://adelaidefringe.com.au)

Principal Partner

**bankSA**



ABN 71 660 859 461