

## Position Description

Corporate Development Manager

<b>Reports to:</b>	Development Director	<b>PD Classification:</b>	Manager
<b>Team:</b>	Development	<b>Status:</b>	Full time
<b>Salary:</b>	tbc	<b>Effective Date:</b>	February 2019
<b>Position Holder Signature:</b>			
<b>Manager Signature:</b>			

### Role Purpose

To manage the Company's national corporate partnerships portfolio in order to meet corporate partnership income targets. The position holder will have a specific focus on generating sales leads and developing new corporate partnerships and ensure excellence in the delivery of all partner activities including events and activations.

### Intent of Position Description

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by staff in this role. Staff members may be requested to perform job-related tasks other than those specifically presented in this description. Role Descriptions may also be modified from time to time to reflect usual growth and change of role.

### Significant Working Relationships

#### Reports:

- Corporate Partnerships & Events Executive

#### Other Key Relationships:

- Executive Director
- Artistic Director
- Marketing Manager
- Publicity Manager
- Marketing Coordinator
- Producer
- Director of Education

### Key Result Areas

<b>Key Result Area: 1. Business Development</b>
<p><i>Key Tasks</i></p> <ul style="list-style-type: none"> <li>• Assist the Development Director in the creation of a plan for growth in the corporate partnership portfolio and to identify new partnership opportunities;</li> <li>• Work with the Development Director to develop innovative strategies for commercial products such as Corporate Entertainment Packages, Corporate Membership and drive sales and implementation;</li> <li>• Cultivate and approach potential corporate partners, including the Development Director as appropriate, and ensuring fit with the brand and the needs of both organisations;</li> <li>• With the Corporate Partnerships &amp; Events Executive, develop and maintain a pipeline of corporate prospects and individual prospect plans;</li> <li>• In consultation with the Development Director, work with the Corporate Partnerships &amp; Events Executive to develop successful partnership proposals and compelling presentations, and any other collateral required;</li> <li>• Identify potential opportunities for philanthropy that may arise when acquiring a new corporate partner.</li> </ul>

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**Key Result Area: 2. Management of Existing Corporate Partners**

*Key Tasks*

- Develop and maintain key stakeholder relationships with corporate partners to ensure objectives are reviewed and met;
- Manage partner renewals and ensure that all contract requirements are met in timely fashion;
- Work with the Corporate Partnerships & Events Executive to ensure the delivery of contracted benefit packages with efficiency and excellence;
- Together with the Development Director, ensure a maximised return and duration of existing partnerships;
- Ensure timely renewal of partnerships and work with the Development Director to leverage current partnerships with a view to increasing their investment.

**Key Result Area: 3. Events**

*Key Tasks*

- In collaboration with the Corporate Partnerships & Events Executive, assume responsibility for corporate networking functions as appropriate;
- Ensure corporate hospitality and events are seamless and exceed corporate partners' expectations;
- Together with members of the department, act as host at all functions and events ensuring that corporate guests are introduced to Company management and artists in order to deepen and enhance relationships with partners and prospects;
- Liaise with colleagues as appropriate with regards to commercial bookings and events;
- Offer guidance to other departments in managing events;
- Manage internal Company events in consultation with the Development Director and Executive Director / Executive Team.

**Key Result Area: 4. Advocacy and team participation**

*Key Tasks*

- Alongside the Development Director represent Sydney Dance Company in the sponsorship sector, enhancing perceptions and raising profile;
- In liaison with the Development Director, identify and attend corporate and sponsorship related events and other opportunities for networking;
- Develop relationships with industry stakeholders and advocates;
- Promote the importance of corporate partnerships within the Company and the role of all staff in providing excellent experiences for our partners.
- Be proactive in helping new SDC staff members to become confident company ambassadors;
- Maintain records and files of relationship histories in Tessitura;
- Contribute as a member of the Development team to the overall direction of the department's activities;
- Contribute to the creation of the department's annual strategy;
- Attend regular departmental meetings and ensure appropriate contributions to agendas.

**Key Result Area: 5. Administration**

*Key Tasks*

- Conduct post-event analysis and ensure the maintenance of records for events;
- Ensure the maintenance of records of partnership histories and research data using Tessitura;
- Manage partner contracts and ensure all documentation is up-to-date;
- Monitor income and expenditure for the corporate partnerships area including functions, calculating return on investment and reporting financials to the Development Director;
- In consultation with the Development Director, ensure administration processes are streamlined for enhanced productivity;
- Assist the Development Director with budgeting, financial forecasting and regular reporting as required;
- Undertake any tasks requested by the Development Director or Executive Director / Executive Team within the scope of the position.

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### Performance Criteria

- Achievement of corporate partnership income targets
- Number and cash value of new partners
- Number and value of expense-relieving new contra partners
- Retention of existing partners
- Implementation of streamlined processes including Tessitura use

### Authority / Discretionary Limits

- Purchasing as approved by Development Director
- Expenditure on hospitality for corporate partners as approved by the Development Director
- Tessitura operation
- Issue invitations for Company events
- Authorise the booking of sponsor tickets

### Selection Criteria

#### Essential criteria

- A tertiary qualification in business, marketing or other appropriate discipline
- Demonstrated track record in securing new business
- Demonstrated track record in sponsorship account management
- Excellent networking and relationship building abilities
- Demonstrated strategic and planning skills
- Excellent communication skills, in particular writing, presentation and negotiation skills
- Demonstrated advanced project/event management experience

#### Desirable criteria

- Strong team player with excellent influencing skills
- High degree of proactivity, problem solving and flexible approach
- Innovative and creative, able to identify and act on new opportunities
- An interest in the arts
- Results-orientated

## **APPLICATION PROCESS**

Please send covering letter, CV and selection criteria to Development Director Zoë Cobden-Jewitt (zoecj@sydneydancecompany.com) **by 9am on Monday 21 January**. Please note that applications that do not include all the required information will not be considered.