

sculpture by the sea

National Sponsorship Manager

Position Description

Sculpture by the Sea Incorporated, which produces the annual *Sculpture by the Sea, Bondi* in Sydney and *Sculpture by the Sea, Cottesloe* in Perth, has an exciting opportunity for an enthusiastic and self motivated person to join our exhibition team as National Sponsorship Manager.

This is a senior role in the exhibition management team responsible for securing exhibition funds for both the Sydney and Perth exhibitions as well the interaction between our sponsors, the artists and the production of the exhibition.

Based in Sydney the position reports to and works closely with the Founding Director on the securing and strategy with our sponsors; and the General Manager on the delivery of the benefits to our sponsors.

Reporting to the National Sponsorship Manager are the Sponsorship & Events Manager (full time based in Sydney) and WA Stakeholder Consultant (based in Perth).

Key Aspects of the Role

- Building on excellent relationships with existing sponsors;
- Researching and networking potential new sponsors to secure successful new multi year sponsorships and partnerships;
- Preparation of presentations and business cases for major new sponsorship enquiries with the exhibition Founding Director;
- Negotiating and contracting terms of agreement for new sponsorships in consultation with the Founding Director and various other internal stakeholders as relevant;
- Client management of top tier sponsors and some of our second and third tier sponsors, including recommendations for the delivery of sponsorship benefits in association with each exhibition;
- Oversee and manage the Sponsorship & Events Manager who manages the remaining second and third tier and all other lower tier sponsors;
- Managing the delivery of contractual sponsor benefits including the sponsorship of specific artistic programs, the sponsor's association with the exhibitions, corporate hospitality, marketing benefits, and onsite experiential promotions;
- Manage the Sponsorship & Events Manager and additional temporary staff to organise approximately 80 small to large scale corporate and private hospitality events each year with the majority conducted on our exhibition sites and at partner restaurants during each exhibition;
- Manage the delivery of sponsors exhibition marketing material including catalogue, website, invitations, EDMs and advertisements in consultation with the Founding Director and working closely with our Design & Web Managers;
- Planning and development of the sponsor component of social media, digital media and general media (namely their association with key components of the artistic program and marketing) in consultation with the Founding Director, Design & Website Manager, our Publicists and our Social Media consultant;
- Work in conjunction with the Founding Director and our Design & Web Manager to ensure our sponsor-related marketing is considered, timely and implemented in line with sponsor contracts;
- Accountability for sponsorship and corporate hospitality budget of over of \$1m including managing all sponsorship financial obligations including working with the General Manager

on the scheduling of invoices and forecasting of income and expenses for the annual budget;

- Working with both NSW and WA government tourism bodies, the Founding Director, our publicists and social media consultant to promote the exhibitions to the best of budget's ability;
- Coordination of exhibition reports for sponsors;
- Preparation of approximately six board reports per year for Sponsorship and Hospitality for review by the Founding Director / General Manager; and
- Working with all of the exhibition senior management team to ensure consistent and excellent communication is achieved throughout the year including attendance at fortnightly senior management and production meetings.

Essential Criteria

- Minimum 4 – 6 years senior industry experience;
- University degree in a relevant field of study;
- Experience in managing multiple staff and working closely with senior management;
- Substantial experience in event management and brand partnerships;
- An entrepreneurial approach and positive attitude;
- Extensive experience in rights negotiation, business development, senior client handling and brand management;
- Excellent written skills for sponsorship proposals and reports;
- Excellent verbal communication skills;
- Experienced team manager and excellent team working skills;
- An analytical approach to problem solving;
- A highly motivated self starter who is results driven;
- Creative approach with commercial aims in a not for profit environment; and
- Drivers license

Desirable Attributes

- A keen interest in the arts and the not for profit sector;
- Understanding of large scale event management;
- Confident and quietly assertive;
- Ambitious and constantly striving for excellence and success;
- Experience with Microsoft Office and other relevant software; and
- The ability to travel interstate for up to 4 weeks in March each year.

Our Organisation

Sculpture by the Sea Incorporated is a not for profit incorporated association that produces the annual *Sculpture by the Sea, Bondi* and *Sculpture by the Sea, Cottesloe* exhibitions. The exhibitions are two of the largest free to the public annual sculpture exhibitions in the world in terms of the number of sculptures, the size of the exhibition space and the number of visitors. They are also among the largest, if not the largest, annual group selling sculpture exhibitions in the world in terms of the value of sculptures sold.

The aims of Sculpture by the Sea Incorporated are many and varied. One of our key aims is to create major free to the public cultural events for the people of Sydney and Perth and their visitors that are quintessentially Australian while being exhibitions of international standing. Underlying the idea of creating *Sculpture by the Sea* is the wish to facilitate the work of artists and the belief that Sydney and Perth (and the world) needs more free to the public cultural activities that are not dominated by the need to get 'bums on seats' but rather a wish to give something to society.

Begun in 1997 with no budget and staffed purely by volunteers working from the Founding Director's lounge room, the Sydney exhibition grew exponentially for its first 10 years and both exhibitions are still considerably under resourced for what is needed to produce the exhibitions – we are getting there but we are not there yet. This means the organisation is still growing fast and is actively seeking new sources of revenue, including for new exhibitions and projects in development.

Salary and How to Apply

The position is full-time and offers an annual salary of \$90,000 plus superannuation and four weeks annual leave with the option of two weeks unpaid leave outside of key fundraising and exhibition periods.

To apply please send through your resume and a tailored covering letter addressing key criteria outlining why you would like to work at *Sculpture by the Sea* and what you will bring to the role to Meg Gold on meg.gold@sculpturebythesea.com