

Business Development & Corporate Sponsorships Manager

Full-time position

Overview

The *Sculpture by the Sea* exhibitions are a major feature on the Australian cultural calendar attracting artists and visitors from across the world.

Sculpture by the Sea Incorporated is a not for profit incorporated association ('SXS') which stages an annual series of free to the public outdoor sculpture exhibitions staged in Sydney in late October to mid November and Cottesloe Beach in Perth in March. Each year the two *Sculpture by the Sea* exhibitions feature approximately 180 sculptures of varying material, form, and scale, and have a combined estimated 700,000 visitors.

Sculpture by the Sea has changed the public profile of Sculpture as an Art form in Australia and has helped establish and grow the careers of many Australian sculptors, together with delivering major cultural, community, tourism, and education benefits across the country.

SxS delivers new and exciting exhibitions for our visitors each year, growing the international profile of *Sculpture by the Sea* and working with our sponsors and partners to exceed their business and communication expectations.

An almost unprecedented level of community goodwill is generated by our not for profit organisation. Proudly we remain free to the public, which would not be possible without our sponsors, donors and the army of dedicated volunteers that help make the exhibition possible each year.

Primary Purpose of the Role

To support SxS's exhibitions, public programs, and other activities by identifying and securing new corporate sponsorship partnerships and managing those sponsors, including pitching, proposals, agreements and renewals.

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 Senior Manager, National Partnerships.

Key accountabilities

- To work with the Senior Manager, National Partnerships, and the Founding CEO & Artistic Director to develop and implement a national approach and strategy to sponsorship including the identification of potential new sponsorship opportunities and the securing of new sponsors as well as the augmentation, retention, and renewal of existing sponsors.
- Preparation and presentation of sponsorship new business proposals, SxS introduction documents and case studies.
- Execution of strategic business-led sponsorship agreements and benefits that align with and protect SxS's brand in consultation with the Senior Manager, National Partnerships, and various other internal stakeholders as relevant.
- Delivery of sponsor events and activations that enhance the visitor experience at our exhibitions while building SxS's brand, reputation and profile as the largest free to the public annual sculpture exhibitions in the world.
- Collaborating with multiple sponsors in the delivery of SxS's exhibitions whilst maintaining and supporting all stakeholder interests and brand or business outcomes.
- In cooperation with the Senior Manager, National Partnerships, manage and develop existing and new sponsor relationships and sponsor servicing with a focus on the top three tiers of sponsors.

- Managing the delivery of contractual sponsor benefits including the sponsorship of specific artistic or public programs, the sponsor's association with the exhibitions, corporate hospitality, marketing benefits, and onsite experiential promotions.
- Collaborating with a broad range of internal and external stakeholders to ensure all corporate sponsor events or activations are successfully delivered.
- Provide regular reporting and updates using Events and Sponsorship key data and insights including managing a new business pipeline to report from.
- General department administration including budgeting, exhibition, sponsorship, and board reports.
- Working with all the exhibition senior management team to ensure consistent and excellent communication is achieved throughout the year including attendance at senior management and production meetings.
- Be a lead team member contributing to process improvements, efficiencies and solutions in driving new business and retention outcomes.

Your Capabilities, Experience & Qualifications

Essential Criteria

- Minimum 4 years senior industry experience that built on previous roles;
- Experience in working closely with senior management;
- Substantial experience in brand partnerships, marketing and event management;
- Extensive experience in rights negotiation, business development, corporate client servicing and brand management;
- Drivers license;
- Demonstrated arts or not-for-profit experience;
- A self-starter who is an analytical and strategic thinker with strong business acumen and an entrepreneurial approach and positive attitude;
- Excellent communication skills coupled with the ability to engage and influence across a wide range of stakeholders;
- Excellent written skills for sponsorship proposals and reports;
- Excellent verbal communication skills; and
- Relevant tertiary qualification in a related field.

Desirable Attributes

- Understanding of large scale event management;
- Creative approach with commercial aims in a not for profit environment;
- 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 3 weeks in March each year (Staff travel and accommodation is provided for this period away from Sydney).

To Apply

Please send through your CV 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, attention to Meg Gold Senior Manager, National Partnerships events@sculpturebythesea.com

While application close at 5pm Monday 10 January 2022 we encourage applicants to apply prior to Christmas. Shortlisted applicants will be contacted within two to three days of receipt of their applications with a view to the position starting in January 2022.