

Sculpture by the Sea

Position Description | Sponsorship & Events Senior Coordinator

Department	Sponsorship & Development
Location	Sydney (Surry Hills)
Employment Type	Full-time contract
Salary	\$75,000 - \$85,000 per annum plus superannuation
website	sculpturebythesea.com

Organisation 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 along the Bondi to Tamarama coastal walk in Sydney each mid October to early November, and along Cottesloe Beach in Perth each March. Annually the two Sculpture by the Sea exhibitions feature approximately 180 sculptures of varying material, form, and scale, and have a combined estimated 750,000 engaged 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: Sponsorship & Events Senior Coordinator

The Sponsorship & Events Senior Coordinator, based in Sydney and reporting to the Head of Corporate Partnerships, is responsible for supporting the development and maintenance of sponsorship relationships, ensuring high-standard delivery of sponsorship benefits, and leading event planning and execution for Sculpture by the Sea (SXS). The role involves managing sponsorship obligations, coordinating with internal and external stakeholders, and providing administrative support across various workstreams, including brand & marketing, onsite activations, corporate hospitality, and public programming. Additionally, the role supports the Founding CEO & Artistic Director with sponsorship delivery for the Snowy Valley Sculpture Trail, requiring occasional travel.

Key Responsibilities:

1. Sponsorship Delivery

- Support the Head of Corporate Partnerships in delivering contractual sponsorship benefits, including signage, branding, marketing, content creation, invoicing, timelines, event planning, budgeting, and onsite activations.
- Manage the sponsorship benefits matrix to ensure successful campaign delivery.

- Serve as the primary contact for fifth-tier Event Partners and select fourth-tier Supporting Partners, negotiating agreements and renewals.
- Build strong relationships with external event suppliers, negotiating cost-saving solutions and ensuring best practice.

2. Event Management & Delivery

- Plan and deliver the SXS corporate hospitality program for Bondi and Cottesloe exhibitions, including supplier negotiations, event logistics, and managing invitations, RSVPs, and guest lists.
- Manage beverage allocations, event runners, and wait staff for onsite activities during exhibition periods.
- Lead the delivery of annual fundraising gala dinners (Sydney and Perth) and the Decade Club Dinner (Sydney).
- Support onsite partner activations, including timelines and deliverables.

3. Administrative Support

- Research new sponsorship opportunities and draft business proposals.
- Prepare post-exhibition reports within 90 days, coordinating with Marketing and Design.
- Manage sponsorship invoicing, payment schedules, and the SXS Internal Data Management system (ACT).
- Coordinate signage updates and social media obligations (e-news, Facebook, Instagram, LinkedIn) with marketing and external agencies.
- Support the creation of media kits and releases, including sponsor content.

Key Relationships:

- Internal: Head of Corporate Partnerships, Founding CEO & Artistic Director, Company Manager, Chief Financial Officer, WA Stakeholder Consultant, Sculpture Sales Manager, Marketing Coordinator, Education Manager, Site & Logistics Manager, Event Runners, Production Manager.
- External: Sponsors (corporate, government, tourism, media), event suppliers (caterers, AV, equipment hire, wait staff, transportation).
- Direct Reports: Casual event runners and wait staff.

Required Skills & Experience:

Essential:

- Tertiary qualification in business, marketing, events, arts administration, or similar.
- Minimum 3 years' experience in a corporate sponsorship coordinator role, preferably in major events, festivals, agencies, or not-for-profit organizations.
- Strong problem-solving, stakeholder engagement, and communication skills.
- Excellent project management, administrative, and time management skills.
- Proficiency in Microsoft Word, Excel, PowerPoint, and mail merges.
- Valid driver's license.
- Ability to work in a small, hands-on team and manage multiple tasks.
- Flexibility for occasional late nights, weekends, and travel (4 weeks in Perth annually for Cottesloe exhibition).

Desirable:

- Experience with ACT database, Canva, InDesign, and social media implementation.

Selection Criteria:

- Proven experience managing corporate hospitality events, including supplier negotiations and event delivery.
- Strong project planning and administration skills, with a track record of meeting deadlines.
- Excellent interpersonal skills for engaging diverse stakeholders, including sponsors, artists, and suppliers.

- Passion for the arts and enthusiasm for working in a not-for-profit environment.
- Ability to work autonomously and collaboratively in a fast-paced, deadline-driven team.
- Confidence in working with high-profile stakeholders, including sponsors, patrons, and the SXS board.
- Willingness to travel and work away from Sydney as required.
- Proactive problem-solving and ability to manage a varied workload under pressure.

Application Process:

Submit a CV and tailored cover letter addressing the key criteria and outlining your interest in working for Sculpture by the Sea and what you bring to the role. Email applications to Meg Gold, Head of Corporate Partnerships, at meg.gold@sculpturebythesea.com. Applications not addressing the selection criteria will not be considered. Applicants must have unrestricted work rights in Australia.