

Opera Australia

Partnerships Manager



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Background Information

Based in Sydney on Gadigal land, Opera Australia presents operas, musicals and concerts in our flagship home venues – Sydney Opera House and Arts Centre Melbourne as well as through a national tour to capital cities and regions extending to the Northern Territory, the wine regions of Western Australia, to the beach in Coolangatta, Queensland.

In addition to an annual subscription program and special presentations, Opera Australia works year-round with children, teachers and communities in NSW and VIC with the aim of sparking an interest in song and stories. Our work with young Australians brings the world of opera and theatre-craft to 60,000 primary school children every year as well as subsidised opera tickets for secondary students.

In programming, we have developed a reputation for excellence, creativity and innovation that expands both the artform and its audience. We add to the country's operatic repertoire by producing and commissioning new creative works, and co-productions with other world-leading opera companies.

Opera Australia's unwavering commitment to artistic excellence is underpinned by dynamic programs

aimed at cultivating the emerging talents of young multidimensional artists ready for both the national and international stage. Our success is made possible by the passion and generosity of the Opera Australia's community – our business partners, audiences and private supporters.

OA's Purpose:

An opera company for a 21st century Australia

OA's Mission:

To bring an Australian stamp to telling great stories through music & song





The Development Department

Opera Australia's Development Department manages an integrated philanthropy, corporate development and engagement program to maximise individual giving and sponsorship in support of production and access activities. The department provides one of 3 main sources of funding for the company, the others being box office revenue and government funding. The income generated by the Development department (c. \$8m annually) forms a critical part of the company's operational budget and capital reserves.

The Department manages investment in the company's work through annual giving programs, major gifts and campaigns, corporate sponsorship as well as the Opera Australia Capital Fund, a separate financial entity overseen by the Opera Australia Capital Fund Board. The key geographical focus areas for Opera Australia are Sydney and Melbourne as well as a strong presence across regional Australia.

The department comprises a small team of 7 highly professional philanthropy and corporate development staff.

For further information visit:
<https://opera.org.au/>

For information on supporting Opera Australia: <https://opera.org.au/support-us/>

To view the latest annual and financial reports: <https://opera.org.au/about/opera-australia/annual-reports/>

The Role

Job Title

Partnerships Manager

Location

Opera Centre, Sydney, Australia

May be required to work and/or be based at other company work locations, as required.

Reports to

Development Director

Direct Reports

Partnerships Lead (to be recruited)

Key Relationships

- Members of the Development Team
- Productions Unit
- Marketing & Communications Unit
- Artistic Unit

Purpose

The Partnerships Manager is responsible for contributing to the financial success of Opera Australia by the fostering of strong corporate relationships and ensuring consistent and quality delivery of benefits and services and management of relationships across key accounts in the corporate sponsorship portfolio as well as supporting new business development. The role is part of the Department's senior leadership team and is key to demonstrating best practice in building an inclusive, safe and inspiring team culture.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Become a highly integrated member of the Development team and across the Company.
- Established productive working relationships with current corporate partners, ensuring they are stewarded appropriately and their sponsorship benefits are delivered.
- Established a pipeline and begun cultivating potential new partners.
- Worked with the Development Director to enhance acquisition strategies for new corporate partners.



Key Responsibilities

Leadership and Planning

- Line management of the Partnerships Lead.
- Implement and execute sponsorship management plans.
- Identify and develop campaigns and new initiatives to enhance partnerships and increase return on investment.

Corporate Partnerships – account management

- Manage respective accounts, from small to most significant partnerships and provide support to the partners as the day-to-day company contact.
- Supported by the Partnerships Lead, deliver ticketing and marketing benefits as per contractual agreements including program advertisements, sponsor banners, signage in a timely manner.
- Plan and execute partner events relating to the partnership as they arise, including client hospitality gala nights, community concerts and off-site recital events.
- Produce sponsorship evaluation reports and annual sponsorship value reports as required by partners.
- Review and assess the partnership, as required and around times of contract renegotiations, create additional proposals to the primary contract and draft and prepare all contract variations.
- Update and maintaining the sponsorship CRM database (Tessitura) as it relates to the agreed portfolio of partners.
- Work with portfolio of partners to resolve issues and find win/win outcomes.
- Ensure sponsor invoicing is maintained in relation to your partnership portfolio in consultation with the Development Director.
- Input contractual elements into a contract template to finalise commercial contracts for internal stakeholders within the organisation, as required.
- Prepare reports and information for Finance, drafting invoice requests and general expense management.



Market research/ new partnerships:

- Undertake research on prospective partners and undertake initiatives to canvas potential new partnerships.
- Collaborate with the Development Director to conduct proactive market research strategies to meet key internal and external stakeholder expectations.
- Develop and draft proposal documents to be presented to prospective partners.

WHS

- Take reasonable care of your own health and safety and that of others, ensuring that your acts or omissions do not adversely affect others.
- Comply with OA SAFE and any reasonable instructions, policies and procedure given by OA, to enable OA to comply with WHS laws and maintain a safe working environment.

Person Specification

Experience and knowledge

Essential

- Experience in a sponsorship or marketing function.
- Proven track record in preparing sponsorship proposals.
- Experience in events management.
- Experience in problem solving within in a contractual environment.
- Experience in budget management.

Desirable

- Experience in fundraising.
- Knowledge of marketing principles and activity.
- Experience in managing contracts and producing contract variations.
- Tertiary Qualifications in communications, events management, arts management or related field.

Skills and abilities

- Significant customer service and relationship management skills.
- Advanced skills in MS Office.
- Database management skills.
- Excellent interpersonal and relationship management skills.
- High level verbal and written communication skills.

Attitudes

- Flexible and adaptable.
- High level of attention to detail.
- Resilience.
- Self-motivated with a high level of initiative.
- A customer-service mentality.
- Creative and innovative.
- Passion for the work of Opera Australia and the arts more generally.



Next steps

Terms

To discuss salary parameters please call **Jocelyn Kelty**, Director, Australia office on 02 8218 2185.

The package includes:

- 10.5% superannuation.
- Salary packaging benefits for not for profit organisations.
- Laptop.
- Complimentary tickets to Opera Australia performances.

How to Apply

Applications should consist of:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Jocelyn Kelty, Director at Richmond Associates.

First interviews with Opera Australia will take place on from **10 April** with panel interviews taking place on **13 April 2023**.

Closing date for applications is Wednesday
29 March 2023.

Please send your application to
Jocelyn Kelty, Director

✉ info@richmond-associates.com
☎ 02 8218 2185