



POSITION DESCRIPTION
AUCKLAND FESTIVAL TRUST

Position: Development Manager
Reporting to: Marketing & Development Director

Background

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. The globally recognised event celebrates people and culture, and showcases the cultural diversity and vibrant energy of New Zealand's largest city.

Since the inaugural event in 2003, the Auckland Arts Festival has welcomed over a million attendees. Now on an annual basis Auckland Arts Festival will present a dazzling array of events by some of the country's most innovative artists and performers alongside a sensational assemblage of internationals.

Description

Working with the Marketing & Development Director, the Development Manager will source new sponsors, and effectively manage and maintain the Auckland Arts Festival sponsor and individual giving relationships.

Work with the CEO and the Marketing & Development Director to devise and implement the sponsorship and fundraising strategy and work collaboratively to establish a cohesive approach to managing the relationships.

Required skills and experience

- Minimum three years' experience in sponsorship or similar
- Knowledge of corporate sponsorship sector
- Excellent relationship skills

- Highly organized and structured with knowledge of CRM systems
- Demonstrated project and time management skills
- Excellent interpersonal, written and oral communication skills
- An understanding of marketing and PR principles
- High level of computer literacy
- Ability to manage a varied workload with minimal or no supervision and to deadlines
- Knowledge of the performing and visual arts preferred

Term

This is a full time permanent position, commencing in May 2015.



KEY RESPONSIBILITIES

Sponsor acquisition, management and contract fulfillment

Secure and manage corporate sponsors and selected funders by:

- Actively seeking out new funding leads relevant to AAF's programme and projects, through referrals, cold calling and market research.
- Writing and submitting proposals to potential sponsors and funders.
- Presenting to members of the business community.
- Work with the CEO, Artistic Director and Marketing & Development Director to develop sponsorship alignment.
- Prepare contracts for the CEO and manage the signing and ultimate fulfilment of sponsor and funder contracts.
- Document the progress of prospecting as well as the outcomes and actions in a systematic fashion using the existing CRM system and produce status reports regularly and when required.
- Work with the Marketing & Development Director and each sponsor to develop and fulfil the sponsor's activation objectives and leveraging activities to support the Festival programme
- Establish and maintain good relations and regular communication with all sponsors and ensure, together with the Marketing & Development Director, that all sponsor benefits are delivered.
- Work with the Marketing & Development Director on a sponsorship acquisition programme for prospective sponsors
- Work with the Marketing & Development Director to update, implement and sell a corporate hosting programme for the Festival.

Financial

- Work with the Business & Finance Director to maintain an accurate account of sponsorship income including contra, invoiced and paid.
- Liaise with the Business & Finance Director regarding the invoicing of sponsors.

Festival Collateral Management

- Ensure sponsors are represented correctly in all individual event marketing and communication campaigns using approved sign-off processes.
- Source current sponsor logos for marketing publications.
- Manage the supply of sponsor ads for the programme brochure by the established deadline.
- Liaise with sponsors to ensure that sponsor logos and event listings/ads in the Programme Brochure and other marketing materials represent their sponsorships correctly. Obtain sign-off on programme and other event materials from sponsors as required.
- Ensure all sponsors are represented correctly on the website and within social media activities, arrange links to all sponsor sites with content updated regularly where required.

Signage

- Work with sponsors to develop sponsorship signage plans plus any other sponsor leveraging activities and ensure sponsor signage is installed correctly, maintained throughout and returned after the event.

Sponsor hosting and events

- Work with sponsors and funders regarding bookings and function arrangements including liaising with venues and food and beverage suppliers as required on their behalf.
- Manage all "Sponsor and Patron Events" prior and during the Festival.
- Arrange invitations and take rsvp's for all sponsorship events.
- Work closely with Festival Programming/Operations on venue and logistics to support sponsors' events.
- Be onsite during Festival events to ensure sponsor requirements are met.

General

- Manage the Auckland Arts Festival sponsor documentation which summarises each sponsor partner's benefits, payments (including timing) and activities.
- Drive the development and growth of the Patron base for the Festival.
- Work with CEO and Marketing & Development Director on loyalty programmes as required.
- Assist the CEO and Marketing & Development Director with other duties as required.
- Attend meetings when and as required by the CEO and/or Marketing & Development Director.
- Maintain key relationships with the Festival management team as required.

Reporting

- This position is a direct report to the Marketing & Development Director.
- Provide a post event report including:
 - Summary of the Festival's sponsorship & funding including analysis of successes and key learnings
 - Electronic and physical archive of all sponsorship correspondence
 - Sponsorship budget

Key Relationships

Sponsors
AAF Sponsorship Manager

Festival Patrons & Friends of the Festival
VIP's and Festival Ambassadors
Venue Managers
AAF Ticketing Staff

Applications

Applications with CV should be emailed to shona.roberts@aaf.co.nz or mailed to:

Shona Roberts
Business & Finance Director
Auckland Festival Trust
PO Box 5419 Wellesley Street
Auckland 1141.

Applications close **Tuesday 21 April 2015.**