

**CASTLEMAINE STATE FESTIVAL PTY LTD**  
**POSITION DESCRIPTION**



<b>TITLE</b>	DEVELOPMENT MANAGER
<b>LOCATION</b>	LEVEL 1, 50 MOSTYN STREET, CASTLEMAINE VICTORIA
<b>REPORTS TO</b>	FESTIVAL DIRECTOR
<b>EMPLOYMENT PERIOD</b>	SEPTEMBER 2017 – JUNE 2019
<b>CONDITIONS</b>	3 DAYS/WEEK SEPTETEMBER 2017 TO JUNE 2018 4 DAYS/WEEK JULY 2018-JUNE 2019
<b>REMUNERATION</b>	\$65,000-70,000 pro rata + SUPER (based on level of experience)
<b>DOCUMENT DATE</b>	JULY 2017

**POSITION PURPOSE**

The Development Manager (DM) is responsible for all aspects of fundraising for the Castlemaine State Festival (CSF) through philanthropic trusts, foundations, sponsors, patrons, donors and some government grants.

The DM reports directly to the Festival Director and oversees the Patrons Manager.

In 2017 CSF secured 55 partnerships with federal, state and local government, philanthropic trusts and foundations, educational institutions, corporate sponsors and community groups as well as 190 individual patrons and donors. The DM is responsible for developing and maintaining these important relationships as well as researching and securing new streams of income.

**ORGANISATIONAL CONTEXT**

The Castlemaine State Festival is a multi-arts celebration drawing on the distinctive culture of the central Victorian goldfields region – of old and new, of the artistic and the industrial, and its dynamic community strengths. The Festival showcases works from the region’s finest artists and performing arts companies, alongside those by national and international artists.

The next CSF will be held from 22 - 31 March 2019 and will be the first festival to be directed by Glyn Roberts. The festival is embarking on a new direction by building on its sustained success over the last decade and seeking to communicate more widely the unique nature of this event on a national and international level.

CSF is Australia’s largest regional arts festival and with an increased focus on the regions it is up to our organisation to lead the way and provide an inspiring bench mark for others to follow.

**KEY RELATIONSHIPS**

Internal Festival Director, General Manager, Patrons Manager, Creative Producer, Marketing and PR Manager, Production Manager, Board members, contracted festival staff and festival volunteers.

External Local, State and Federal government, philanthropic, business and corporate stakeholders; patrons and donors; key community stakeholders; artists and key arts organisations and industry bodies.

**RESPONSIBILITIES**

**WRITING**

- Research, write and submit all funding applications to philanthropic trusts and foundations. This will include collation of all supporting material and preparation of project budgets.
- Develop sponsorship packages for local and corporate businesses.
- Maintain an up-to-date knowledge and tracking system for available grants across all sectors.
- Improve and streamline existing fundraising processes, materials and templates to maximise organisational efficiencies.
- Acquit all grants, sponsorships and donations including providing relevant statistical and financial information.

**RESEARCH**

- Research and explore opportunities for new fundraising avenues.
- Develop research tools and oversee audience and stakeholder research to gauge satisfaction and brand identity levels.
- Explore opportunities to leverage off sector research projects to better understand arts audiences and the contribution arts makes to communities.

## RELATIONSHIP MANAGEMENT

- Articulate the artistic and community aims of CSF to fundraising stakeholders.
- Support CSF's funding champions, such as the Festival Director and Board members, with relevant research and information as required.
- Develop and maintain positive relationships with all stakeholders.
- Consult with local businesses to better understand local sponsors' needs and opportunities to support local businesses.
- Negotiate sponsorship agreements that meet the needs of both parties.
- Develop and implement annual and Festival programs of stakeholder events for funders.
- Implement the continued use of CSF's Customer Relationship Management system to maintain relevant data and effectively communicate with stakeholders.

## PATRONS & DONORS PROGRAM

- Supervise and support the Patrons Manager to continue to develop the CSF patrons and donors programs and promote the bequest program.
- Develop and maintain positive relationships with existing and potential patrons and donors.

## STRATEGIC PLANNING

- Review, update and implement the CSF Development Plan.
- With the Festival Director's support, secure the Board's endorsement and active involvement with the Development Plan.
- Focus fundraising efforts on supporting the artistic outcomes of CSF through close collaboration with the Festival Director.
- Contribute to the organisation's strategic planning and develop an understanding of the current CSF Business Plan.

## REPORTING

- Provide the Festival Director and General Manager with regular reports for the Board.
- Establish processes to collect and collate data required for reporting to stakeholders, sponsors and funding bodies.
- Ensure other members of the festival team are aware of their responsibilities in collecting and reporting against all acquittal requirements.
- Provide sponsors with relevant data and returns on their investment.

## FINANCES

- In partnership with the Festival Director and General Manager, establish annual financial targets for fundraising.
- Manage and monitor the fundraising income targets and development program expenditure and provide regular reports to the General Manager.
- Provide the Bookkeeper with timely advice on invoicing for income.

## SELECTION CRITERIA

---

### ESSENTIAL

- Private and public fundraising experience with an understanding of Australia's philanthropic, corporate and government sectors.
- Grant writing experience, with keen attention to detail and an ability to craft a persuasive narrative.
- Experience in researching, evaluating and acquitting grants successfully.
- Excellent written and verbal communication skills.
- Experience negotiating sponsorships and contractual arrangements that meet both parties' needs.
- Strategic planning, research, analysis and reporting skills.
- Intermediate to advanced knowledge of the Microsoft Office suite.
- Experience working collaboratively and as part of a team environment
- Full driver's license.

## DESIRABLE

- Experience working within the arts sector, particularly in festivals.
- Financial and business processes relevant to relationships and fundraising.
- A collaborative and flexible approach to problem solving and information sharing.

## EDUCATION & EXPERIENCE

- Relevant tertiary qualification and at least three years relevant experience.

## CAPABILITY PROFILE

---

Leadership	Demonstrate a commitment to organisational priorities and values, take personal responsibility, delegate appropriately, adhere to organisational policies and procedures and uphold confidential information.
People management & team work	Approach all staff, volunteers and contractors with respect and consideration, collaborate effectively, and encourage continuous learning.
Problem solving & decision making	Embrace flexibility and lateral thinking, facilitate solutions and make decisions based on an understanding of the relevant issues, factual information and logical assumptions.
Influencing	Seek to secure support and commitment from colleagues through the clear articulation of ideas and opinions and open dialogue, supported where possible by factual information.
Communication	Actively contribute to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes.
Customer service	Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and deliver as agreed.

## TERMS

---

- This position is a 22-month contract with option to renew.
- The position is based at Castlemaine State Festival office.
- Full-time availability is required in the immediate lead up to and Festival period 18-31 March 2019.
- Castlemaine State Festival is an EEO employer.

## APPLICATION

---

- Your application should respond specifically to the Position Description and Selection Criteria and include your most recent CV with contact details of 3 referees.
- Deadline for applications is COB on Monday 17 July 2017.
- Email applications to [glyn@castlemainefestival.com.au](mailto:glyn@castlemainefestival.com.au) with Development Manager Application as the subject.
- For enquiries, please contact Glyn Roberts, Festival Director, on 03 5472 3733.