



| | |
|--------------------------|---|
| TITLE | PATRONS MANAGER |
| LOCATION | CASTLEMAINE GOODS SHED 19-21 KENNEDY STREET, CASTLEMAINE |
| REPORTS TO | FESTIVAL DIRECTOR & CHIEF EXECUTIVE |
| EMPLOYMENT PERIOD | JULY 2022 – JUNE 2023 WITH POSSIBILITY FOR EXTENSION |
| CONDITIONS | 2 DAYS/WEEK (0.4 EFT) |
| REMUNERATION | \$65,000 PRO RATA + SUPERANNUATION |
| DOCUMENT DATE | JUNE 2022 |

ORGANISATIONAL CONTEXT

The Castlemaine State Festival celebrates its 46th birthday in 2022, making it one of the longest-running arts organisations in Victoria, the oldest multi-arts festival in Victoria, and one of the most durable festivals in Australia. Since the beginning of the 21st century the festival has gone from strength to strength and is currently experiencing its most significant period of growth, change and impact. Under the leadership of Festival Director and Chief Executive, Glyn Roberts, and a capable and cohesive team, accountable to and supported by a strong and experienced Board, the Festival has presented its most successful editions ever.

In parallel to the biennial festival, the organisation has completed stage 1 redevelopment of the Castlemaine Goods Shed and is now operating as the growing creative industries hub, Goods Shed Arts. The organisation is now embarking on stage 2 component of the redevelopment which will take form of a new arts and cultural space created for Castlemaine and the region to enjoy. The Victorian State Government has already committed \$6 million to the initiative and further support is being sought from the Federal Government and major philanthropy.

In the period of adaptation and transformation ahead, we value the contribution and commitment of our hard-working team.

POSITION PURPOSE

Since launching the Patrons program in 2010 the Patrons base has steadily grown to over two hundred patrons in the current day. The Patrons Manager is responsible for identifying, maintaining, and expanding the Patrons membership for the Festival, Goods Shed redevelopment and associated projects, through acquisitions, stewardship, Patron liaison & correspondence, payment processing, database & record keeping and management of Patrons events.

KEY RELATIONSHIPS

Internal Festival Director & Chief Executive, General Manager, Finance & Administration Manager, Administration Assistant, Marketing & Partnerships Manager, Creative Producer, Venue Operations Manager, Creative Learning Producer, Production Manager, Ticketing & FOSH Manager, Board Members, and volunteers.

External Patrons, local businesses

RESPONSIBILITIES

STRATEGIC PLAN

- Manage and work towards budgeted/estimated income/donation targets that are set for the financial year as a KPI for the Patrons Manager.

ACQUISITIONS

- Utilising and analysing audience engagement data which tracks metric around loyalty and longevity identify prospective Patrons, and their recruitment into the program.
- Maximise and increase intra-program giving through monitoring engagement data and building strong interpersonal relationship with the Patrons.
- Manage and identify Patrons who are ready in their journey to consider a major gift or a bequest.

STEWARDSHIP

- Planning and facilitating a social program that engages and informs Patrons in the role as stakeholders both during and between Festivals. Designing and distributing flyers, cards, and invitations.

PATRON LIAISON & CORRESPONDENCE

- Keeping in regular contact with Patrons and having a keen awareness of their personal situation that may impact on their ability to remain as Patrons. E.g. Illness, immobility, bereavement etc.
- Post-Festival surveys, reports to the Board, prepare and send out Patrons eNews, general letters of welcome, thank you, congratulations, reminders, invitations etc.

PAYMENT PROCESSING & FINANCES

- Review and update current financials processes for receiving and receipting donations.
- Fortnightly reconciliation with bank statements for periodic payments and tax-deductible receipting. Working with the Finance & Administration Manager to identify patrons' direct deposits and eftpos payments from patrons.
- Tracking of invoices for Patrons program expenditure.

DATABASE & RECORD KEEPING

- Review and update current processes for recording donations and maintaining Patron information through the CRM and Ticketing System.
- Fortnightly data entry into the CRM.

EVENTS

- Management of Patron and stakeholder events during and in between Festivals including coordination of venues, invitations, hospitality, artists and rsvp lists.

REPORTING

- Report regularly and as requested to the Festival Director, General Manager and Board on Patrons matters.

SELECTION CRITERIA

- Experience in working in the arts, the not-for-profit sector, and/or local community sector.
- Confidence in approaching and dealing with donors, prospective donors, in-kind sponsors, team members and other arts industry professionals.
- A sound knowledge of local and non-local arts lovers/philanthropists and data driven audience engagement. High-level and flexible verbal and writing skills.
- Sound organisational and administration experience and skills.
- An understanding of financial management, setting targets, keeping records and reconciliation procedures.
- Ability to work in a team environment and build professional relationships within the arts industry.
- Experience in organising and facilitating events.
- Experience using Customer Relations Management systems.

PERSONAL ATTRIBUTES

- People skills – the ability to develop positive, collaborative working relationships at all levels.
- Reliable and trustworthy – able to perform duties with honesty and integrity and is comfortable and experienced in handling confidential information.

- Problem solving and initiative – able to identify and anticipate problems then discuss and implement solutions.
- Flexibility and openness – able to adapt to fluctuating workload and demands in a dynamic work environment.
- Attention to detail – maintain exceptional standards of accuracy and integrity in all work produced.
- Customer service orientation – ability to understand the needs of the Festival audience and desire to deliver exceptional levels of audience engagement and customer service.

TERMS

- This position is a one-year contract, with possibility for extension, and is primarily based at the Castlemaine State Festival office in Castlemaine but flexible working arrangements may be required.
- Flexible availability is required in the lead up to and during the Festival periods in March/April each year.
- Castlemaine State Festival is an EEO employer.

APPLICATION

- Your application should include a cover letter responding specifically to the Selection Criteria and Position Description (as required) and your most recent CV with contact details of 3 referees.
- Deadline for applications is **9am on Monday 4 July 2022**.
- Email applications to Bronwyn Dawson on accounts@castlemainefestival.com.au with Patrons Manager Application as the subject.

For enquiries please contact Glyn Roberts, Festival Director & Chief Executive, on 03 5472 3733.