

## POSITION DESCRIPTION

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|--------------------------|--|
| <b>POSITION TITLE</b>    | <b>Development Manager</b>                                     |
| <b>REPORTS TO</b>        | Executive Director   |
| <b>KEY RELATIONSHIPS</b> | Artistic Director, Marketing & Communications Manager          |
| <b>CONTRACT PERIOD</b>   | 18 month contract with opportunity for extension               |
| <b>STATUS</b>            | Part time - 4 days per fortnight with flexible working options |

NORPA is one of Australia's most exciting regionally based theatre companies.

NORPA (Northern Rivers Performing Arts) is based on Bundjalung Country. Our home is in Lismore, in the beautiful Northern Rivers. We take inspiration from the country and culture around us, and we take risks in bringing stories to life. Our theatre productions are original, site-specific, place based, relevant and contemporary.

As a key creative organisation for the Northern Rivers, we play a pivotal role in our local and regional creative community through the work we make and how we support the development of the artform and artists. We are recognised as a national leader in making theatre that directly responds to and speaks to the role of artists and art in our changing environment.

NORPA is undergoing transition since losing its key venue, making and office space in the 2022 Lismore floods and as such is looking at innovative, relevant and head turning ways to continue engaging with its community and audiences.

### Position Overview

The Development Manager works closely with the Executive Director and Artistic Director to develop and implement fundraising and partnership plans that help NORPA achieve its vision through the growth of partnerships and income streams.

Your key areas of focus will be to successfully maintain existing and develop new business and creative partnerships, strategic alliances, donors and sponsors to further NORPA's impact in the region and as a national leader in regional theatre making.

### Key Responsibilities

| Key Area and Objective  | Core Deliverables   |
|---|---|
| <p><b>Strategic Planning and Policy</b></p> <p>Develop and deliver NORPA's partnership and development plans and policies, in line with the strategic plan 2021 – 2024, to express the vision and achieve NORPA's key objectives.</p> <p><a href="#">NORPA Strategic Plan</a></p> | <ul style="list-style-type: none"> <li>• Develop and implement a partnership and development policy and plans to support NORPA's next phase and strategic plans.</li> <li>• Build and maintain knowledge of NFP-Business partnership trends, current CSR and social impact research and trends and general industry knowledge.</li> <li>• Draw on networks across the industry to deliver impactful alliance development, market research and analysis.</li> <li>• Develop and implement systems to effectively monitor partnership/donor/sponsor performance and facilitate KPI tracking and reporting.</li> <li>• Prepare progress reports for the board through the Executive Director.</li> </ul> |

| Key Area and Objective   | Core Deliverables   |
|--|---|
| <p><b>Campaign development and delivery</b></p> <p>Plan and deliver effective partnership and development campaigns that achieve commercial, creative and financial objectives within effective timelines.</p> | <ul style="list-style-type: none"> <li>• Identify and develop leads, solutions and conversion of new business partners, strategic alliances, sponsors and donors.</li> <li>• Develop a targeted pipeline of prospects and range of acquisition strategies across partnerships and donor support offerings.</li> <li>• Design and develop partnership and donor solutions, matching solutions to need and mapping requirements for delivery.</li> <li>• Negotiate and present compelling presentations and prepare strongly aligned proposals.</li> <li>• Maintain current valued sponsor, donor and partner relationships.</li> <li>• Work closely with marketing on the development and implementation of cross-promotional campaigns and events for partners and donors, ensuring brand guidelines are adhered to in donor and supporter communications.</li> <li>• Develop a calendar of funding opportunities and close-off dates.</li> </ul>   |
| <p><b>Relationship management and events</b></p> <p>Identify, plan and deliver donor, partner and sponsor events and stewardship in coordination with NORPA's business and creative priorities.</p>            | <ul style="list-style-type: none"> <li>• Work closely with the board and leadership team to strengthen and build relationships with existing and new partners.</li> <li>• Build engagement and develop strong relationships with key stakeholders through demonstration of a healthy, creative, and respectful culture.</li> <li>• Maintain strong communications and engagement strategies with stakeholders.</li> <li>• Develop strong professional relationships and build networks among the regional community and within the wider sector.</li> <li>• Identify and develop a calendar of key events and opportunities that could be leveraged to engage and immerse donors, partners and sponsors.</li> <li>• Ensure all agreed sponsorship benefits are tracked and delivered by NORPA and that sponsorship and agreed contribution payments are received.</li> <li>• Deliver donor and stakeholder events, including compiling invitee lists; design and distribution of invitations, completing order of proceedings, hand-out materials; securing gifts-in-kind/auction items; managing RSVPs, liaising with suppliers, attending events, and executing follow-up strategies.</li> <li>• Acquit sponsorships and partnerships through annual reporting on agreed benefits.</li> </ul> |
| <p><b>Governance</b></p> <p>Ensure accurate partnership documentation, contracting, agreements and maintenance of donor and partner database.</p>  | <ul style="list-style-type: none"> <li>• Ensure donations and sponsorship support and pledges are approved, appropriately acknowledged, receipted/invoiced as appropriate, and recorded on a CRM system.</li> <li>• Work with the Finance Manager to ensure appropriate record keeping and reporting to ASIC.</li> <li>• Maintain the currency and accuracy of a CRM/fundraising database in TicketSearch.</li> </ul>   |

**Other Duties**

- During key periods, increased hours may be required.
- Flexibility to work evening and weekend hours will be required at times and this will be compensated as time in lieu.
- This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.

## Key Selection Criteria

| Education/Qualifications |   |
|--------------------------|---|
| 1.                       | A Bachelor's degree or relevant field and/or a minimum of 3 years' experience working at a management or leadership level in partnerships and development.                                  |
| Knowledge and skills     |   |
| 1.                       | Demonstrated experience in the development of collaborative partnerships with proven ability to work at both strategic and detailed level.  |
| 2.                       | Demonstrated experience managing and executing development campaigns.   |
| 3.                       | Experience working collaboratively as part of a small dynamic team on multiple projects, including with marketing, publicity staff and creative teams to achieve successful event outcomes. |
| 4.                       | Excellent communication skills with experience creating compelling presentations and proposals.   |
| 5.                       | Ability to work autonomously and take initiative and responsibility – taking strategic plans to develop and deliver operational solutions.  |
| 6.                       | Team player with a friendly, can-do approach to work and life.  |
| 7.                       | Proficiency in Microsoft Office (Word, Excel and PowerPoint) and Canva  |