

POSITION DESCRIPTION

AUCKLAND FESTIVAL TRUST

Position: Development Executive

Reporting to: Marketing & Development Director

**Background**

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. Presented biennially, 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. For 19 days in March (4 – 22), Auckland Arts Festival 2015 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 Executive will contribute to sourcing new and effectively managing and maintaining the 2015 Auckland Arts Festival sponsor relationships.

Work with the CEO, the Marketing & Development Director and Sponsorship Executive to implement the sponsorship strategy and work collaboratively to establish a cohesive approach to manage the relationships.

**Required skills and experience**

* Minimum three years’ experience in sponsorship
* 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 fixed term position, commencing in October 2014 and concluding on 10 April 2015.

**KEY RESPONSIBILITIES**

**Sponsor acquisition, management and contract fulfillment**

Assist in securing and managing public and corporate sponsors and selected funders by:

* Actively assist the Marketing & Development Director in seeking out new funding leads relevant to AAF’s programme and projects, through referrals, cold calling and market research.
* Writing, submitting proposals to potential sponsors and funders.
* Being able to present 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, approaching, negotiating, outcomes and actions in a systematic fashion using the existing CRM system and produce status reports regularly and when required.
* Work with Marketing & Development Director and each sponsor to develop and fulfil sponsor’s activation objectives and leveraging activities to support the 2015 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 Marketing & Development Director on a sponsorship acquisition programme for prospective sponsors

**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

* Assist the Marketing & Development Director to 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.

**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.
* Contribute to coordinating all “Sponsor and Patron Events” prior and during the Festival.
* Contribute to arranging invitations and take rsvp’s for all sponsorship events.
* Working closely with Festival Programming/Operations on venue and logistics to support sponsors’ events.
* Be onsite during Festival events to ensure sponsor requirements are met.

**Corporate Hosting Packages**

* Work with Marketing & Development Director to develop, implement and sell a corporate hosting programme for the 2015 Festival.

**Signage**

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

**General**

* This position works in partnership with the Sponsorship Executive.
* Contribute to the management of the Auckland Arts Festival sponsor documentation which summarises each sponsor partner’s benefits, payments (including timing) and activities.
* Assist with the development and growth of the Patron base for the Festival.
* Assist Marketing & Development Director with Friends of the Festival and other 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 Executive

Festival Patrons & Friends of the Festival

VIP’s and Festival Ambassadors

Suppliers/contractors

Venue Managers

AAF Ticketing Staff

Auckland Festival 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 **Monday 29 September 2014**.