



POSITION DESCRIPTION: BUSINESS DEVELOPMENT EXECUTIVE

School/Admin Dept:	Vice Chancellery
Centre:	Perth International Arts Festival
Position Number:	
Position Title:	Business Development Executive
Position Classification:	Level 6
Supervisor Title:	Business Development Manager
Supervisor Position Number:	

ROLE STATEMENT

This position supports the Festival's corporate, public sector and individual partner program. The Business Development Executive will work with the Business Development Manager in researching and seeking potential sponsors, establishing, nurturing and growing strong relationships with corporate and public sector partners, and coordinating sponsorship events.

PARTNERSHIP, PLANNING AND DEVELOPMENT

1. Support the Business Development Manager to develop and implement a fund-raising strategy for all aspects of the Festival including:
 - Maintain and expand public sector funding
 - Maintain and expand private sector sponsorships with an emphasis on long term partnerships
 - Initiate and expand individual donor schemes and support philanthropy programs
 - Maintain and develop the corporate hospitality program
 - Manage the development of joint approaches with the major local and national arts organisations
2. Support the Business Development Manager in identifying, approaching and cultivating potential partners, funding agencies, donors and sponsors.
3. Ensure that sponsorships, partnerships and donor relationships are established and negotiated in line with the structure of benefits.
4. Be responsible for servicing and retaining Festival partners and sponsors as directed by the Business Development Manager.
5. Implement corporate hospitality and ticketing as directed by the Business Development Manager.

RESEARCH

6. Research potential sponsors, donors and partners using a variety of research tools and produce detailed research reports including donor profiles and giving capacity analysis.

EVENT MANAGEMENT

7. Implement the Festival corporate hospitality program.
8. Coordinate, plan and implement all corporate hospitality (and Festival parties if directed) including venues, catering, invitations and ticketing. Update the schedule of events on Festival's database POSE.
9. Produce and maintain the events' filing utilising the TRIM records and POSE database.
10. Develop and maintain a schedule of beverage stock and allocate as required for corporate hospitality events.
11. Report on corporate hospitality events and outcomes.



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FINANCIAL MANAGEMENT

12. Support the Business Development Manager in invoicing sponsorship and reporting against financial targets.
13. Develop and monitor corporate hospitality program budget utilising Festival procedures.

COMMUNICATIONS

14. Support the Business Development Manager to develop and maintain effective relationships with all current and potential partners, sponsors and donors and to enhance advocacy for the Festival.
15. Report to the Business Development Manager regarding new initiatives, changes in funding levels and expenditure.
16. Actively promote partnership, sponsorship and donor opportunities through regular meetings and talks throughout in the community.
17. Attend Festival and other functions representing the organisation as necessary.
18. Contribute to a final report after each Festival informed by consultation with sponsors, bodies, organisations and individuals to assess performance. Recommend new initiatives and areas for development and improvement.
19. Take part in Business Development team meetings.

GENERAL

20. Any other duties as directed.

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QUALIFICATIONS

Tertiary qualification – (arts management, marketing or commerce preferable) - [Desirable](#)

KNOWLEDGE, SKILLS AND ABILITIES

Demonstrated ability to plan and implement a business development strategy for fund raising and prepare successful sponsorship proposals - [Essential](#)

Demonstrated ability to plan, coordinate and present successful corporate hospitality events- [Essential](#)

Highly developed interpersonal and communication skills - [Essential](#)

Proven ability to seek and exploit opportunities, and to promote and sell the value of the arts in particular to donors, sponsors and funding authorities - [Desirable](#)

Ability to use technology and database systems to manage fund raising programs, research potential donors and new initiatives - [Essential](#)

Knowledge and understanding of the Corporate environment in Western Australia - [Essential](#)

Knowledge and understanding of the arts industry - [Desirable](#)

EXPERIENCE

Proven experience in successful fund raising from a range of sources - [Essential](#)

Proven events management experience- [Essential](#)

Proven experience in working in a team environment - [Essential](#)

Experience in servicing sponsors and partners - [Essential](#)

Experience with developing potential donor lists and donor profiles (including giving capacity) - [Desirable](#)

Experience in converting potential partners into business partners - [Essential](#)