

Development and Marketing Manager

Restless Dance Theatre is looking for a capable and motivated person to fill the role of Development and Marketing Manager at the company. Restless is a small company with an excellent reputation that is seeking to tour its acclaimed work nationally and internationally.

Restless has run two highly successful donation projects over the last three years in connection with the Creative Partnerships Australia matched funding program Plus1. Restless also has an existing Donor Circle and is seeking someone who can both exercise effective stewardship of and develop our donor base.

The company also has excellent and developing relationships with a number of philanthropic organisations and is keen to grow its income from the philanthropic sector.

Marketing responsibilities will centre around company productions and around brand promotion.

The position works closely with the Artistic Director, Company Manager, Artistic Manager and Board to ensure sponsorship, philanthropy, fundraising and marketing activities are integrated into the company culture and programming.

This is a 0.4 FTE Position (2 days per week). Salary: \$31,057 (equivalent to \$77,643 full time).

Key responsibilities:

Strategy- in consultation with the Restless Staff (Company Manager, Artistic Director and Artistic Manager) to:

- Set and meet Fundraising targets
- Create, develop and maintain a strong Development Plan across all Fundraising programs
- Create, develop and maintain a strong Marketing Development Plan
- Provide recommendations to Restless Staff and Board to ensure the company is implementing best practice processes.

Engagement

- Foster values-driven meaningful, long-term relationships between the Company and current, new and potential donors
- Manage Donor Circle and Bequest Programs
- Ensure that the acknowledgement, program and hospitality requirements for key stakeholders are met
- Increase mid-level donor support through renewals and steward low- to mid-level donors with a view to growing gifts, converting to regular gifts, and securing pledges.
- Attract and manage sponsors

Annual Philanthropy,

- Investigate and initiate new fundraising initiatives
- Plan, manage, evaluate and report on fundraising campaigns and events

- Remain abreast of trends in Australian philanthropy and benchmark how Restless is tracking with philanthropy and stakeholder engagement.

Trusts and Foundations

- Actively research and seek opportunities and apply for funding from trusts and foundations
- Develop and maintain good personal contacts with key Trust and Foundation staff
- Prepare appropriate and timely submissions, applications, reports and acquittals.

Brand, Marketing and Communications

- Prepare and manage invite lists to Company events
- Create graphic design briefs
- Oversee the production of outsourced Company promo videos in collaboration with the Artistic Director and the Artistic Manager
- Research International Presenters in collaboration with the Restless staff
- Ensure all donor communications are timely, with consistent and impactful messaging
- Review the effectiveness of all donor communications including key messages used for applications, Company communications, website, appeals and reports
- Work with the Restless Staff on content preparation for Marketing and development requirements – giving programs and reports, campaigns, show programs, season brochures, annual reports, and other major communication pieces
- Take ultimate responsibility for all donor acknowledgements in all Company collateral and communications (including website, foyer displays, show programs, season brochures) to ensure they are consistently accurate and up to date.
- Update the website including managing the Supporters Page
- Engage with company publicist in lead up to productions

Advocacy

- Promote the importance of development and the role of Company staff in providing excellent experiences for donors, sponsors and corporate partners alike.
- Positively and effectively represent the Company in the philanthropic community, enhancing perceptions and raising the Company's profile.

Information Management

- Keep accurate and up-to-date records on all donors, proposals and research undertaken and files of relationship histories

Administration

- Work with the Restless Staff on the timely and accurate receipting of donations
- Manage philanthropy and fundraising expenditure within approved budgets.

Experience

Essential:

- Development experience including knowledge of fundraising processes and the management of fundraising campaigns.
- Experience in stakeholder and sponsorship management and relationship building
- Experience in the identification, cultivation and stewardship of prospective donors
- Experience in coordinating marketing campaigns
- Excellent time management skills with the ability to meet strict timelines and the ability to work under pressure.
- Excellent communication and interpersonal skills and the ability to communicate effectively with people of all ages.
- Experience successfully requesting money and/or services.
- Strong computer skills with Microsoft Office suite

Desirable:

- Experience in building effective organisational philanthropy capacity.
- Experience in a Not-For-Profit or youth arts environment
- Knowledge of the arts industry on a national and international level
- Experience in sales, advocacy and/or public speaking

For further information contact Nick Hughes, Company Manager on 08 8212 8495 or nick@restlessdance.org

To apply please send your CV and a letter of application addressing the selection criteria to info@restlessdance.org

The closing date for applications is: Thursday 30th May