

Sydney Writers' Festival

Role Title: Corporate Partnerships Manager (new position)

Reports to: Head of Development

Salary: Commensurate with experience

Terms: Fixed Term 12 Month Contract.

Office: This is an on-site position based out of our office in The Rocks.

Sydney Writers' Festival encourages applications from all backgrounds, communities, and industries, and are committed to having a team that is made up of diverse skills, experiences, and abilities.

About Sydney Writers' Festival

Sydney Writers' Festival is one of the world's leading and most beloved literary institutions. It is a place for readers, writers and thinkers to share ideas, tell stories and celebrate literature.

Since our first Festival in 1997, we have brought thousands of diverse writers and thinkers from Australia and around the globe together in Sydney. In the company of the world's best novelists, poets, journalists, public intellectuals, economists, politicians, podcasters and scientists, we've discussed some of the most pressing issues of our times. We've celebrated prize-winning authors, long-awaited novels from writers at the height of their careers and introduced debut authors to eager and enthusiastic new audiences.

Readers and writers have exchanged thoughts and opinions, perspectives and philosophies, creating a powerful community based on radical dialogue and respectful debate. The drumbeat of questioning that thrums underneath the Festival is powerful and enlivens Australia's democratic tradition.

About this role

We're seeking an experienced **Corporate Partnerships Manager** to join the Sydney Writers' Festival Development team.

As a not-for-profit organisation, approximately 35% of Sydney Writers' Festival's income is generated through private giving, philanthropy and corporate partnerships. Building and maintaining strong relationships with corporate supporters is therefore essential to the Festival's ongoing success and long-term sustainability.

Reporting to the Head of Development, the Corporate Partnerships Manager will lead the cultivation, acquisition and stewardship of both new and existing partnerships. The role is responsible for identifying partnership opportunities, securing strategic sponsorship support, growing revenue, managing key stakeholder relationships and ensuring the successful delivery of partner benefits and contractual obligations.

The successful candidate will be tertiary qualified and have a minimum of five years' experience in corporate partnerships, sponsorship, business development or sales. They will be a confident relationship manager with a proven ability to identify opportunities, secure new business, grow revenue and build long-term partnerships that deliver value for both the Festival and its supporters.

As a core member of the Festival's year-round team, the Corporate Partnerships Manager will work closely with the Head of Development and the Partnerships & Philanthropy Coordinator to grow corporate support for Sydney Writers' Festival, its annual Festival, and its expanding year-round program of events.

Responsibilities

Reporting to the Head of Development the key responsibilities for this role include:

- Build and maintain Sydney Writers' Festival's portfolio of prospective corporate partners through proactive outreach, networking, referrals and strategic relationship building.
- Identify, research and cultivate organisations with the capacity to provide financial and/or in-kind support.
- Develop tailored partnership proposals that clearly articulate partnership value, impact and alignment with corporate priorities.
- In consultation with the Head of Development, lead prospect engagement, including meetings, presentations, negotiations and senior stakeholder relationship management, to secure mutually beneficial partnership agreements.
- Develop and maintain an annual corporate partnerships pipeline, including prospect identification, cultivation strategies and conversion plans
- Cultivate prospective corporate relationships and convert opportunities into sustainable, long-term partnerships
- Manage day-to-day relationships with corporate, cultural and media partners, ensuring delivery of agreed benefits, high-quality partner experiences and effective stewardship to ensure long term retention.
- Work collaboratively with Programming, Marketing, Production, Ticketing and Finance teams to develop and deliver successful partnership outcomes.
- Responsible for the delivery of corporate partnership revenue targets, contributing to the overall objectives of the Development Strategy and long-term financial sustainability of Sydney Writers' Festival.

Essential Requirements:

- A minimum of five years' experience in corporate partnerships, sponsorship, business development or sales, ideally within the not-for-profit, arts or cultural sectors.
- Demonstrated success in securing new business, developing strategic partnerships and achieving revenue targets.

- Proven experience managing sponsorships from negotiation through to delivery, including fulfilment of contractual obligations, activation, reporting and partner stewardship.
- Strong prospecting, networking and pipeline development skills, with the ability to identify and convert new opportunities.
- Experience developing strategic plans, managing budgets and delivering organisational outcomes.
- Excellent organisational and administrative skills, with experience using CRM databases; Tessitura experience is highly desirable.
- Outstanding written, verbal and presentation skills, with the ability to communicate confidently with senior stakeholders.
- Highly developed interpersonal skills, with the ability to build trust, influence and maintain long-term professional relationships.
- A proactive, solutions-focused approach with excellent time management and attention to detail.
- A strong commitment to delivering exceptional partner service and experiences.

What success looks like

Success in this role will look like:

- Growing a sustainable portfolio of corporate partners aligned with Sydney Writers' Festival values and strategic priorities.
- Achieving annual sponsorship revenue targets.
- Building strong, long-term relationships with existing partners.
- Identifying new opportunities for partnership growth.
- Delivering exceptional partner experiences that encourage retention and increased support.

Candidate Characteristics

The successful candidate will:

- Be an outstanding relationship builder who can establish and nurture strong professional relationships with internal and external stakeholders.
- Thrive in a collaborative environment and contribute positively to both team objectives and broader organisational priorities.
- **Be passionate about books, writing, ideas and the arts, with a genuine enthusiasm for Sydney Writers' Festival and its mission.**
- Be proactive, commercially minded and able to identify new opportunities that benefit both partners and the Festival.
- Demonstrate initiative, resilience and adaptability, with the ability to manage multiple priorities in a fast-paced environment.
- Be motivated by achieving ambitious goals while contributing to the long-term sustainability and impact of Sydney Writers' Festival.

How to apply

Applications should be addressed to Lauren Dixon, Head of Development and be sent to lauren.dixon@swf.org.au. Candidates are also welcome to reach out for a confidential discussion about the role and salary.

Applications close **5pm on Friday October 30.**

Candidates are encouraged to apply early as applications will be assessed as they are received, and the role may be filled before the closing date.

Applications must include:

- A current resume
- Covering letter (no more than two pages), including an outline of your interest in the role, addressing how your experience prepares you for the responsibilities required and how you align with the selection criteria.
- Two (2) references that includes a current manager/supervisor. Please note: Referees will be contacted after prior consultation with the candidate.
- Interviews will take place in November.