

## PHILANTHROPY MANAGER INFORMATION PACKAGE

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# biennaleofsydney

## BIENNALE OF SYDNEY

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The Biennale of Sydney gathers on the ancestral land of the Gadigal people of the Eora Nation. We acknowledge all Traditional Owners of Country and recognise their continuing connection to land, waters and culture. We pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is a leading international contemporary art event. It plays an indispensable role in Australia's engagement with the world, and a meaningful role in the life of the nation. The Biennale presents the most dynamic contemporary art from around the globe in venues across Sydney (and beyond) with exhibitions that ignite and surprise people, spark dialogue, cultivate connections and inspire action through meaningful, shared arts experiences. The Biennale of Sydney amplifies the voices of artists and tell the stories of our global communities, as they drive momentum for lasting cultural change.

Established in 1973, it is one of the oldest biennials in the world and the largest event of its kind in Australia. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 1,900 national and international artists from more than 100 countries.

The Biennale of Sydney is committed to free access for all. More information on the Biennale can be found [here](#).

## WORKING FOR THE BIENNALE OF SYDNEY

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The Biennale of Sydney fosters a collaborative and respectful workplace culture with a team as diverse as the exhibitions we present and the audiences who experience them. We promote employment equity and strongly encourage role applications from Aboriginal and Torres Strait Islander people, workers of all ages, people with disability, members of the LGBTQIA+ community and those from culturally and linguistically diverse backgrounds.

We are committed to providing a workplace that is inclusive, accessible and supportive to all. Should you require accommodation during the recruitment process, please contact the nominated person in the advertisement. We also support a flexible working environment at the Biennale of Sydney and are happy to discuss how this role could be done flexibly. There is no 'one size fits all' approach to flexible working, including time commitments. We can work with you to rethink where, when and how your work can be done.

The Biennale of Sydney believes that art should be accessible to all. Thanks to our generous supporters, our exhibitions are presented with free admission for all to enjoy. For our employees, we provide professional development opportunities to enrich and develop your love of the arts while valuing the specific skills and experiences you bring to the Biennale of Sydney. As a not-for-profit organisation, we also offer salary packaging options.

## ROLE STATEMENT

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<b>Position Title:</b>	Philanthropy Manager
<b>Department:</b>	Communications and External Affairs
<b>Reporting to:</b>	Head, Communications and External Affairs
<b>Salary:</b>	\$75-85,000 plus superannuation <i>As a not-for-profit organisation, we also offer salary packaging options</i>
<b>Contract Term:</b>	Full-time fixed term contract to 31 December 2022, with the possibility of extension

## POSITION DESCRIPTION

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The Biennale of Sydney seeks a resourceful Philanthropy Manager to develop and deliver a strategic approach to the sustained long-term growth of the largest contemporary art festival in the Asia Pacific.

The support of our generous patrons plays a vital role in ensuring the Biennale of Sydney can present the best contemporary art in the world, free for all to enjoy. This is an opportunity to work in close collaboration across the organisation to maximise revenue whilst ensuring a seamless and rewarding journey for our patrons and supporters.

The Philanthropy Manager is responsible for developing strategies for acquisition, retention and growth, including planning and managing bespoke fundraising events and special programs.

This is a relationship-based role requiring a high degree of emotional intelligence, tact, integrity and professionalism. Our ideal candidate will have proven success raising funds in an arts or cultural environment, exceptional communication skills, a high level of interest in contemporary art and be strongly aligned to our organisational values.

The role will report to the Head, Communications and External Affairs and be responsible to, and work closely with, the Chief Executive Officer.

## DUTIES AND RESPONSIBILITIES

<b>Planning and Strategy</b>	<ul style="list-style-type: none"> <li>• Collaborate with the CEO, Board of Directors, Benefaction Committee and Head, Communications and External Affairs to develop philanthropy and fundraising strategies to achieve revenue targets</li> <li>• Develop innovative and effective methods for the cultivation, solicitation and stewardship of private patrons and foundations</li> <li>• Devise and implement strategies that will attract new patrons and result in new partnerships with individuals and private foundations</li> <li>• Develop and deliver end-to-end philanthropic campaigns at key points throughout the year</li> </ul>
<b>Benefaction, Bequests and Donations</b>	<ul style="list-style-type: none"> <li>• Work with the Chief Executive Officer to create solicitation strategies for key prospects, ensuring that patrons have a clear strategy and timeline for cultivation, solicitation, and stewardship</li> <li>• Develop networks and build mutually beneficial relationships with existing and prospective patrons with the aim of generating new philanthropic leads</li> <li>• Research and identify prospective patrons whilst exercising the highest levels of discretion, integrity and professionalism</li> <li>• Conduct research and prepare background reports and briefs on individual giving and interests</li> <li>• Ensure relationships with patrons are professionally managed, maintain a high level of servicing and deliver on agreed outcomes</li> <li>• Manage acquisition, loyalty and reactivation campaigns, develop innovative new revenue streams/programs and fundraising strategies for entry-level donations</li> <li>• Deliver the Gifts in Wills strategy</li> <li>• Work with the Communications and External Affairs team to develop and deliver digital fundraising and crowdsourcing campaigns, and donation boxes at non-museum venues</li> <li>• Prepare tailored proposals for new and existing supporters with the support of the Exhibition, Programs and Partnerships, and Communications and External Affairs teams</li> <li>• Ensure appropriate acknowledgement of donors across all publications, digital, marketing materials and exhibition signage</li> <li>• Coordinate monthly Benefaction Committee meetings, and compile and issue meeting minutes</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Devise and deliver an innovative and engaging program of benefaction events including stewardship and fundraising events, exhibition openings, as well as special private viewings for VIP guests</li> <li>• Manage delivery of all programs on time and within budget and in collaboration with the Programs and Partnerships team, where possible</li> <li>• Conduct follow-up communication with attendees</li> <li>• Manage guest lists, electronic invitations, RSVPs and door lists</li> </ul>
<b>Research and Evaluation</b>	<ul style="list-style-type: none"> <li>• Ensure the Biennale follows best practice by keeping up to date with Australian and international trends/research in philanthropy</li> <li>• Evaluate the benefaction program regularly, ensuring effectiveness, relevance and identifying opportunities to increase revenue generated through donations</li> <li>• Utilise weekly analytic reports, data, and strategic recommendations provided by the External Affairs Coordinator to optimise the success of fundraising efforts</li> </ul>

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<b>Finance and Administraton</b>	<ul style="list-style-type: none"> <li>• Achieve an annual income targets</li> <li>• Manage budgets and expenditure to achieve sustainable return on investment in line with broader organisational budgets</li> <li>• Ensure financial and legal governance with regard to philanthropic funding is clear and documented, and compliance requirements are met</li> <li>• Maintain current and prospective patron records and relationship progress within the Tessitura CRM system</li> <li>• Process all donor transactions and issue gift receipts quickly, accurately and professionally including setting up new pledges, increasing, decreasing or pausing pledges and ensuring follow up is in place to maximise long-term retention</li> <li>• Prepare invoices and accounts for payment</li> <li>• Provide weekly revenue reports to Head, Communications and External Affairs</li> <li>• Respond appropriately and in a timely manner to all enquiries about the Benefaction and VIP programs</li> <li>• Ensure the Biennale Style Guide is adhered to across all materials and communications</li> </ul>
<b>Other duties</b>	<ul style="list-style-type: none"> <li>• Assist other members of the Communications and External Affairs team with ad hoc duties as required, such as office administration</li> <li>• Assist with onsite roles during each exhibition period, as required by the staff roster</li> <li>• Attend opening nights and special events as needed – some occasional interstate and international travel may be required</li> <li>• Other duties reasonably required by the CEO or Head, Communications and External Affairs</li> </ul>
<b>Work, Health and Safety (WHS)</b>	<ul style="list-style-type: none"> <li>• All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct</li> <li>• Participate in WHS subcommittee meetings</li> </ul>
<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Achieve fundraising targets*</li> <li>• Ensure a high level of benefactor engagement and year-to-year retention levels</li> <li>• Successful delivery of all benefaction, VIP and Opening Week events for the 23rd Biennale of Sydney, on time and within budget</li> <li>• Collaborate with Communications and External Affairs team to achieve ambitious development targets and organisational goals</li> <li>• Demonstrate positive working relationships with all departments of the Biennale of Sydney</li> </ul> <p><i>*Specific targets to be agreed by HCEA and Philanthropy Manager at the start of each exhibition cycle</i></p>

## APPLYING FOR THE ROLE

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Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on Friday, 12 March 2021.

Your application must include:

- a cover letter outlining how you meet the selection criteria;
- a current CV; and
- the names and daytime contacts of at least two (2) professional referees.

***Applications that do not address the selection criteria will not be considered.***

Contact: Jodie Polutele

Email to: [employment@biennaleofsydney.com.au](mailto:employment@biennaleofsydney.com.au)

Subject line: Application | Philanthropy Manager

***Applications will be evaluated as they are submitted.***

***Candidates may be contacted for interview before the application period closes.***

## SELECTION CRITERIA

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Based on an application addressing the Essential Criteria, Curriculum Vitae and, for selected candidates, an interview and references, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria:

<b>Essential Criteria</b>	<ul style="list-style-type: none"><li>• Proven track record in achieving revenue targets and income growth through philanthropy</li><li>• Exceptional interpersonal skills and a proven ability to develop genuine long-term relationships with patrons to achieve mutually beneficial outcomes</li><li>• Budget management experience within an arts or not-for-profit environment</li><li>• Existing network of local and international contacts within the Australian philanthropic sector</li><li>• Demonstrable experience in data management, analytics and reporting (experience using Tessitura will be highly regarded)</li><li>• Knowledge of fundraising principles and guidelines, relevant legislation and ethical standards</li><li>• Effective influencing skills as well as tact, diplomacy and discretion</li><li>• Ability to collaborate effectively and an openness to working in new ways</li></ul>
<b>Desirable Criteria</b>	<ul style="list-style-type: none"><li>• A relevant tertiary qualification or equivalent in a relevant field</li><li>• Strong understanding of the philanthropic landscape in Australia and associated global trends</li><li>• Event management experience</li></ul>