

**Position Title:** External Relations Partnerships Manager  
**Reports to:** Director of External Relations  
**Department:** External Relations  
**Date:** January 2021  
**Touring:** No

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## Summary

The External Relations Account Manager is responsible for managing relationships with sponsors of The Australian Ballet. The position maintains regular contact with the sponsors; implements the sponsor's contracted benefits program; seeks to add value to the relationship wherever possible; acts as a host at functions attended by the client. There is limited interstate travel associated with this position where deemed appropriate to support partner obligations. This is a Sydney based full time position.

## Our Company

The Australian Ballet is one of the world's leading national ballet companies and a globally recognised Australian major performing arts organisation. Each year the company presents upwards of 220 performances through its main stage seasons in Melbourne, Sydney, Brisbane, Adelaide and Perth; along with public programs, special events, an extensive regional tour, a Children's Ballet and Education programs and regular overseas tours.

Orchestra Victoria (OV), provides pit services for ballet and opera in Victoria, and is a wholly owned subsidiary of The Australian Ballet. The Australian Ballet and Orchestra Victoria have an annual turnover of more than \$70 million and employ over 265 staff.

## Our Values

**We are exceptional** In our art we strive to inspire, transform and to connect emotionally with our audiences. Beauty, athleticism, technical excellence and strength are hallmarks of our aesthetic.

**We are ambitious** We know where we are going. We believe in our ability to make things happen and to reach for the stars. We're disciplined and don't give up. We do things today.

**We are innovators** Creativity powers our company. We value knowledge, experience, open-mindedness, fresh thinking and passion on and off the stage.

**We are proudly Australian** Our company joyfully reflects the rich diversity of our nation, speaking to all Australians, and about Australia, to the world.

**We are one team** We work as one team towards common goals across the entire organisation, wherever we are and whatever we do. We are friendly, trusting in our relationships, always open to the other point of view, and willing to have courageous conversations.

**We are sustainable** We recognise the importance of diverse and growing income streams, and our dependence on state-of-the-art facilities and systems. We emphasise analysis, critical thinking, and careful planning in all our work.

## **SPECIFIC ROLES AND RESPONSIBILITIES:**

The External Relations Partnerships Manager is responsible for:

- Developing and implementing, in consultation with the Director of External Relations, an annual plan and direction for each nominated sponsor
- Developing relationships with designated partner organisations that are dynamic, collaborative and professional, and that develop within bounds and expectations set out in written agreements
- Ensuring that partnerships are routinely reviewed and renewed prior to their expiration ideally at a higher yield to The Australian Ballet
- Acting as the liaison point for the relevant partner/sponsor manager and The Australian Ballet
- Providing responsive service to partners, and adding value wherever possible by understanding the client's objectives, work culture etc.
- Working with the External Relations support team to ensure all sponsor approvals secured for relevant marketing and season support materials, ticketing obligations as set out in agreements and sponsor related events/hospitality
- Keep the Director of External Relations regularly updated on agreed sponsor activities and consulted on any new initiatives
- Attend various functions and meetings that take place as part of the partner's benefits program, such as opening nights or corporate hospitality events
- Managing sponsor budgets (including ROI) and expenditure
- Maintaining accurate database details and file notes for sponsors
- Working respectfully and effectively as part of the External Relations team located in both Melbourne and Sydney
- Additional support on specific partners and or projects as directed by Director External Relations

## **KNOWLEDGE, SKILLS, ATTRIBUTES**

- Mandatory 5+ years client management roles
- Extensive experience in sponsorship and/or client management, or marketing/advertising
- Self-starter with excellent written and verbal communication skills
- Strong Project Management skills ie able to multitask, prioritise, budget management, meet deadlines with high attention to detail
- Strong ability to manage multiple stakeholders (internal and external)
- Strong customer service orientation
- Pro-active, collaborative, flexible, team player
- Key personal attributes: Positive, dependable, integrity
- Strong computer skills (Microsoft Office) and developing presentations

**KEY RELATIONSHIPS:**

- Reporting to: Director of External Relations
- Work team: External Relations,  
Marketing Department  
Artistic Department
- Direct reports: N/A
- Key Relationships: Director of External Relations  
Head of Marketing Communications  
Head of Digital  
Head of Customer Experience and Ticketing  
Public Relations Manager  
Senior Artistic Coordinator  
Sponsorship Managers (external)  
Dancers