



Events and Marketing Manager

Position Description

1. Organisation Overview

The Friends of the Australian Ballet (**FAB**) is the principal support organisation for the Australian Ballet in NSW. FAB is an independent, not-for-profit, membership-based company limited by guarantee, established in 1973.

It has a broad-based charter to promote the appreciation of and access to ballet and the world of dance while focusing on The Australian Ballet specifically. FAB's principal activities are:

- The cultivation of community, connectedness and access through the management and service of the organisation's core membership of friends and ballet lovers by providing an array of activities and events which are educational, social and offer behind-the-scenes access to the world of dance.
- Fund raising through a variety of events including dress rehearsals by The Australian Ballet at the Sydney Opera House.
- Profile building by the delivery of a number of prestigious events per year.

FAB runs two distinct fixed term part-time positions that work closely together:

- i. Events and Marketing Manager; and
- ii. Administration Manager.

Both positions report directly to the Chairman and Council of FAB (Board of Directors).

Both roles are expected to operate independently and be self-directed but to also coordinate and communicate with each other to provide an effective, efficient and unified team.

2. Position Overview

The position of Events and Marketing Manager is located in the FAB office in the Rocks, Sydney. These premises also house the Sydney office of The Australian Ballet.

The Events and Marketing Manager is expected to work 3 days, flexible unsupervised and be self-directed and pro-active, executing directions given by the Council whilst contributing to strategy and direction, events creation and marketing opportunities.

The Events and Marketing Manager is responsible for:

- a. Event management including financial, budgeting and logistics planning, delivery and reporting of all events from small talks and forums to FAB's major general-public events.
- b. Developing Marketing plans of such events, execution of marketing campaign and overall responsibility for sales and marketing.
- c. Sponsorship and securing of income including public sector funding.

- d. Interface with the Administration Manager in order to run effectively with areas such as financial planning, marketing and reporting etc.

For your information, the Administration Manager is responsible for:

- a. The comprehensive management and administration of FAB's business affairs and office including financial planning and reporting and marketing.
- b. Membership services including renewals, phone service, enquiries and promotions including newsletter publication and other member communications and management of member volunteers in the office.

3. Organisational Relationships

The Events and Marketing Manager officially reports to and supports the Chairman and Council of FAB. As required, operationally, the Events and Marketing Manager will report to individual Councillors who may be in charge of autonomous special events or activities of FAB.

Other relationships for which the Events and Marketing Manager is responsible include:

- a. Marketing and events suppliers and providers.
- b. Management and personnel liaison with The Australian Ballet's Sydney and Melbourne offices as well as the other support organisations located in South Australia and Victoria.
- c. Sponsorship, promotional and in-kind supporters.
- d. Venue operators and venue service providers.

4. Accountability

The Events and Marketing Manager is accountable for:

- a. The efficient and effective management of events, functions and other activities of FAB.
- b. Active contribution and assistance in marketing, promotions and publicity.
- c. Contribution of creative ideas in the generation and/or development and implementation of special events and fund-raising activities.
- d. Maintaining an effective and positive relationship with The Australian Ballet at all levels and other stakeholders.

5. Extent of Authority

The Event and Marketing Manager principally acts on behalf of the Council and Councillors in the organisation and management of events, fundraising activities and active contribution and assistance in marketing of such and of the promotion of FAB itself.

The Events and Marketing Manager is expected to problem solve and is empowered with the appropriate degree of latitude and discretion required to achieve desired outcomes. Matters outside the scope of designated duties and items of expenditure must be approved by the Council or an appropriate Sub-Committee.

6. Judgement and Decision Making

The Events and Marketing Manager is expected to be self-directed and pro-active while working within the established guidelines of the position and Council policy and practice.

The exercising of discretion and decision making in order to maintain high quality outcomes is expected.

Recommendations regarding event viability, logistics etc. are made by the Events and Marketing Manager to the Chairman and/or Council for approval and implementation by the Events and Marketing Manager.

7. Management Skills

Proven track record in:

- a. Developed project management skills including but not limited to strategic planning, financial planning, event management, sales, marketing, problem solving within a small team, volunteer management, and Board relationship management.
- b. Prioritisation of work with ability to manage multiple tasks and multiple projects.
- c. Application of effective entrepreneurial and creative thinking.
- d. Strong written and communication skills.
- e. Lateral thinking and problem solving.

8. Interpersonal Skills

Proven ability to communicate effectively and source, build and maintain positive and productive relationships with stakeholders including:

- a. The Council and individual Councillors of FAB.
- b. The Australian Ballet management and staff as well as the other support organisations located in South Australia and Victoria.
- c. Supporters of The Australian Ballet.
- d. Sponsors and service providers including event, venue, sales, marketing and sponsorship related personnel.

9. Qualifications and Experience

- a. Demonstrated experience in event planning, project management and implementation, and entrepreneurial thinking.
- b. Demonstrated experience in marketing, sponsorship and promotional areas are required.
- c. Over five years' managerial/project management experience in events, theatre, entertainment or related industries.
- d. Small team, volunteer management, Board relationship management.
- e. Team player and pro-active.