

BUSINESS DEVELOPMENT MANAGER

(Fixed Term Contract)

Company Profile

Our Vision

To be recognised as one of the world's preeminent theatre companies, leading the cultural conversation and chosen as a favourite destination for Australians.

Our Purpose

To share remarkable stories that enable people to better understand the world around them.

Our Values

Leadership: We are a contemporary leader in the arts, with a clear vision and viable roadmap for the future. We are a part of the cultural conversation, ensuring theatre remains an influential and relevant artform in Australian and internationally.

Equity and Inclusion: We support and promote equity across our staff, performers and program. We also represent and reflect the diversity of our society and the many stories of our time.

Creativity: We take artistic risks and challenge conventional performance boundaries. We integrate creativity into our daily work, using it to solve business challenges as they arise.

Connection: We grow and connect with our communities (both internal and external) by ensuring MTC remains relevant. We do this by listening, understanding and evolving to challenge, inspire and entertain.

Purpose of the Position

The Business Development Manager's primary purpose is to generate new business in the form of corporate partnerships, sales of corporate ticket and hospitality packages ('corporate entertainment') and corporate memberships to grow and strengthen the pipeline of corporate clients for Melbourne Theatre Company.

The role will seek new business, developing strong customer relationships, developing sales strategies, creating sales packages, delivering sales pitches and ensuring delivery is of the highest possible standard.

Key Relationships

The Business Development Manager is a member of the Development team, and reports to the Development Director. Other working relationships include:

Internal	External
<ul style="list-style-type: none">• Southbank Theatre team• Marketing & Communications Department• Artistic Director & co-CEO• Executive Director & co-CEO• Technical & Production Director• Theatre and Production staff• Cast and Creatives of productions	<ul style="list-style-type: none">• Sponsors and corporate event clients• Prospective sponsors and corporate event clients• The Fresh Collective, Food and Beverage operators• Arts Centre Melbourne• Donors• Suppliers

Duties & Responsibilities

Revenue Generation (time allocation 75%)

- Create lead generation and build prospects list to establish and strengthen a pipeline for securing new partnerships and corporate customers
- Research and identify new potential corporate partners for alignment with established Melbourne Theatre Company productions, programs and initiatives
- Build and foster strong relationships with corporate partners, keeping them informed of Melbourne Theatre Company offerings and opportunities
- Work collaboratively with corporate partners to develop creative and bespoke partnership arrangements of mutual benefit
- Prepare briefs, presentations and proposals to present potential corporate partners and clients
- Draft and negotiate partnership and corporate entertainment contracts
- Collaborate and cross pollinate ideas with Marketing & Communications, Artistic, Southbank Theatre and Production teams
- Liaise with all areas of the Company to understand departmental supplies/suppliers needs, to identify and convert opportunities for contra corporate sponsorships
- Create new non-traditional products and relationship-based initiatives that generate revenue outside standard partnership offerings, in collaboration with relevant teams (ie corporate membership program, on-ground events, media stunts, branded content, joint ventures)
- In conjunction with The Fresh Collective (Southbank Theatre Food and Beverage operators), work to cultivate corporate events business at Southbank Theatre. Find opportunities to market and use Southbank Theatre as an events space for external organisations or individuals, additional to Company activity
- Represent Melbourne Theatre Company at meetings, functions and events as required by the Director of Development. The role requires attendance at regular evening events, including 12 opening nights per year

Key performance indicators

- Performance against agreed lead generation targets
- Conversion rate of leads to customers
- Performance against agreed sales budgets
- Yield and benchmarking performance
- Delivery of new sales initiatives / product development
- Relationship strengths

Reporting (time allocation 15%)

- Review weekly lead generation results and revenue with Director of Development
- Review monthly and quarterly revenue performance to budget and provide insight, commentary and actions plans to ensure budgets are exceeded
- Log sales and client activity within the CRM system (Tessitura)
- Assist Partnerships Manager and Partnerships Coordinator in end of campaign reports to Partners
- Perform analysis on current and future market conditions and business impact
- Provide rolling weekly reporting and forecasts on revenue expectations

Key performance indicators

- Demonstrated understanding and ability to forecast revenue accurately
- Strong understanding of market requirements and ability to deliver results
- Leverage data to provide insights and sales strategies

Planning (time allocation 10%)

- Under the direction of the Director of Development, and in collaboration with the Partnerships team, design and execute the Corporate Partnerships Strategy
- Maintain in-depth knowledge of current and prospective clients, including new product releases and current affairs
- Maintain in-depth knowledge of the arts industry, and current trends and news that will impact our day-to-day
- Develop new sales proposal collateral and manage existing sales collateral, in collaboration with the Marketing & Communications team

Key Performance Indicators

- Implementation and review of strategies with key learnings and revised focuses
- Delivery of sales materials to a required standard
- Understanding of market conditions and pricing

Skills & Attributes

The key requirements for this role are:

- Proven sales and account management performance – minimum 4 years
- Strong corporate network in Australia
- Financial acumen, including experience with budgeting and revenue forecasts
- Proven track record in setting and achieving business goals
- Evidence of successful relationship building in the corporate sector
- Experience in developing and executing strong sales and/or sponsorship proposals and presentations.
- Excellent interpersonal and stakeholder management skills
- Preeminent written and oral communication abilities
- Strong organisational skills including planning and record-keeping
- Able to manage and prioritise multiple and demanding tasks
- Team player who enjoys working in a collaborative environment

Health & Safety

All Melbourne Theatre Company staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with Melbourne Theatre Company Health and Safety policies and procedures
- Adopt work practices that support Health & Safety programs
- Take reasonable care for the safety of one's own health and safety and that of other people who may be affected by their conduct in the workplace
- Seek guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to supervisor
- Must not wilfully place at risk the health or safety of any person in the workplace
- Participate in meetings, training and other environment, health and safety activities
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
- Wear personal protective equipment as provided
- Use equipment in compliance with relevant guidelines, without wilful interference or misuse
- Must cooperate with Melbourne Theatre Company management in relation to actions taken to comply with Occupational Health and Safety and Environmental legislation

In addition, all managers and department heads must:

- Be responsible for the day-to-day management of Health and Safety issues
- Ensure adequate consultation with Melbourne Theatre Company staff and contractors regarding Health and Safety
- Implement Melbourne Theatre Company's Health & Safety policies and procedures, and the annual Health & Safety scheduled requirements
- Follow all agreed procedures in consultation with staff
- Ensure that all new staff or contractors receive induction Health & Safety training prior to commencing any new work practices or using new equipment
- Participate in regular workplace inspections and ensure that required changes are implemented within the required timeframe
- Maintain appropriate records as required under the University of Melbourne's Safety Mapping program
- Investigate all reported incidents and develop plans to prevent a similar occurrence
- Participate in safety meetings (where applicable) and other safety programs
- Apply appropriate return to work and injury management within their section

Access and Inclusion

Melbourne Theatre Company is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

Melbourne Theatre Company encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

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