



## **POSITION DESCRIPTION**

**Title:** Head of Partnerships & Development  
**Reports to:** CEO  
**Works with:** Sydney Fringe Management Team  
**Status:** Full Time (5 days per week)

### **Key areas:**

The Head of Partnerships & Development is responsible for driving the development, growth, and stewardship of the Sydney Fringe's corporate partnerships and philanthropic programs. The role strengthens and expands the organisation's financial support base while actively championing the work and impact of the Sydney Fringe.

Working closely with the CEO, the Head of Partnerships & Development helps define fundraising priorities, design revenue-generation strategies, and lead their implementation to grow earned and contributed income streams. The role also plays a key part in elevating the corporate brand and reputation of the Sydney Fringe across all stakeholder groups.

### **Our Values**

Expression; Access; Connection; Integrity; Excellence

### **Background**

Sydney Fringe is a leading cultural organisation that delivers year-round advocacy initiatives and events, including the annual 30-day Sydney Fringe Festival, the largest independent arts festival in New South Wales and a designated Foundation Event of the state. Each year the festival presents over 450 events across more than 80 venues across Greater Sydney.

Every September, culture-makers from across the city join us to share Sydney's stories and debut new work across all genres. Beyond the festival period, Sydney Fringe activates unused and under-utilised spaces, creating new cultural infrastructure and precincts that support artists and enliven the city.

To enable Fringe's continued growth and impact, we are seeking a highly organised, energetic and well-connected professional to lead our partnerships and development portfolio. This role will be responsible for designing and implementing the organisation's annual partnerships and philanthropic strategy and securing the support that underpins our programs and initiatives.

### **Role description**

The Head of Partnerships & Development is responsible for the development, growth, and stewardship of the Sydney Fringe's revenue-generating activity across corporate partnerships and philanthropic development. The role supports the organisation's artistic and strategic ambitions by expanding financial support and strengthening long-term relationships with partners and donors.

Working closely with the CEO, the Head of Partnerships & Development helps define partnership and

fundraising priorities, develop integrated strategies, and lead their implementation to increase both earned and contributed income streams. The role works in collaboration with the CEO to deliver the organisation's overarching Partnerships & Development Strategy and ensure alignment across sponsorship, donations, grants, and fundraising campaigns.

This position is also instrumental in elevating the corporate brand and reputation of the Sydney Fringe, encouraging an entrepreneurial, creative approach to connecting partners and supporters with the organisation's programs and impact.

The successful candidate will be a creative thinker with strong, measurable experience in similar roles - ideally within an arts or cultural context - and will thrive in a fast-paced, collaborative environment within a small, dedicated team.

The role is responsible for achieving an annual sponsorship and development target that supports the organisation's programs and initiatives, including securing activation budgets from corporate partners to enhance the festival's headline and curated events.

## **Key Responsibilities and Duties**

### **1. Earned Income, Corporate Partnerships & Commercial Development**

- Develop, implement, and manage all sponsorship and partnership strategies to grow and diversify earned income streams.
- Secure multi-year Headline Partners and act as the primary relationship manager for those accounts.
- Achieve agreed financial targets and KPIs set by the CEO.
- Identify new partnership opportunities across major, supporting, and in-kind categories, creating innovative and mutually beneficial engagement models.
- Manage the cultivation, negotiation, and activation of all cash and in-kind corporate and commercial partnerships.
- Oversee the full partnership lifecycle, including:
  - Preparing high-quality presentations, pitches, and proposals for prospective and existing partners.
  - Ensuring partnership benefits are achievable, valuable, and aligned with organisational needs.
  - Coordinating the delivery and project management of all partner benefits, including events, activations, and visibility requirements.
  - Delivering partnership events to a high standard and within budget.
  - Ensuring all contractual obligations are met, including correct logo placement, acknowledgements, and brand usage.
- Monitor, evaluate, and report on all partnership and development activity, providing clear metrics and analysis.
- Manage the end-to-end reporting process for all partners.

## **2. Philanthropy & Development**

- Work collaboratively with the CEO to deliver the wider Development Strategy, ensuring alignment across sponsorship, donations, grants, and fundraising campaigns.
- Support donor engagement and stewardship where partnership relationships intersect with philanthropic opportunities.
- Contribute to identifying prospects and developing pitches that bridge corporate partnership and philanthropic support.

## **3. Data, Systems & Administration**

- Manage all sponsorship and partnership data within the organisation's Salesforce CRM, ensuring accuracy, efficiency, and compliance.
- Identify areas for process improvement and implement enhancements to partnership workflows and documentation.
- Maintain organised and up-to-date communications, contracts, and reporting records.

## **4. Representation & Sector Engagement**

- Represent the Sydney Fringe at meetings, industry functions, festivals, exhibitions, philanthropic events, and stakeholder gatherings as required.
- Build and maintain strong relationships with corporate, creative, and sector partners on behalf of the organisation.

## **5. Festival Participation & General Duties**

- Fully engage in the annual Sydney Fringe Festival, including extended hours and expanded duties during the festival period.
- Attend relevant events, shows, activations, and industry activities throughout the year.
- Support the CEO and undertake any other tasks that are reasonable and appropriate within the scope of the role.
- Maintain flexibility with weekly working hours, particularly during peak festival periods, including evenings and weekends as required.

## **Key Skills and Knowledge**

- Excellent communication skills across written, verbal, and presentation channels.
- Proven experience in event management and delivery, including partner-related activations.
- Demonstrated success in delivering integrated partner activations across corporate and commercial partnerships.
- Strong track record in developing and implementing successful fundraising and development strategies.
- Exceptional time management and organisational skills, with the ability to work autonomously in fast-paced environments.

- Strategic, creative, and commercially focused mindset, with strong knowledge of the Australian arts and cultural sector.
- Ability to take initiative, think creatively, solve problems, and adapt to change.
- Capacity to manage competing priorities, delivering high-quality outcomes within time, budget, and resource constraints.
- Highly developed interpersonal, negotiation, and stakeholder-management skills, with an entrepreneurial approach to opportunity-building.
- Collaborative communication style, with the ability to share information openly and support team goals.
- Positive attitude, resilience, and strong team orientation.

#### **Qualifications and Previous experience**

- A tertiary qualification or a minimum of three years' relevant experience in fundraising, marketing, business, arts administration, or event management.
- Proven ability to secure, negotiate, and close financial agreements with corporate and philanthropic partners.
- Demonstrated experience in cultivating and managing partner relationships to create mutual value and long-term engagement.
- Leadership experience, with a strong record of delivering high-quality partnership events, activations, and initiatives with a clear stakeholder focus.
- Demonstrated experience managing multiple stakeholders, both internal and external.
- Consistent achievement of financial targets, contributing to organisational income growth.

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#### **External Relationships**

- Corporate and Commercial Partners
- Event Producers
- Event staff and contractors
- Artists and creatives

#### **Internal Relationships**

- CEO
- Finance Director
- Operations Manager
- Head of Marketing
- Head of Programs
- Executive Producer (contract)

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#### **Diversity and Opportunity**

Sydney Fringe provides equal access to all applicants for positions without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information or marital status.