

Role Description

Partnership Sales Manager



Cluster	NSW Department of Premier & Cabinet
Agency	Australian Museum
Division/Branch/Unit	Marketing, Communications & Partnerships
Location	Australian Museum
Classification/Grade/Band	Clerk Grade 9/10
Role Number	51000744
ANZSCO Code	531111
PCAT Code	1119192
Date of Approval	August 2018
Agency Website	http://australianmuseum.net.au/

Agency overview

The Australian Museum (AM) operates within the NSW Department of Premier & Cabinet. The AM is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 19.5 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite. The AM's purpose is to make nature, Indigenous cultures and science accessible and relevant to everyone.

For more information, visit the [website](#).

Primary purpose of the role

The Partnership Sales Manager role is responsible for identifying, developing, approaching, securing and delivering new partnerships in order to meet the AM's partnership revenue goals. The Partnership Sales Manager oversees a small but effective Partnerships team in the delivery of current partnerships.

The AM has embarked on Project Discover, a major redevelopment of its current William St site. This plan involves a major upgrade to the existing infrastructure and expansion of the AM's current amenity and gallery space. A transformation of this calibre affords the AM many more future opportunities to attract major partnerships from a range of sectors.

Key accountabilities

- Be responsible for delivering sales results to meet goals.

- Develop and implement strategies to identify, secure, oversee, retain and review new and existing corporate partnerships and sponsorships to meet the AM’s organisational revenue targets and corporate strategic priorities.
- Conduct research to identify new and prospective partners and/or sponsors to support the AM’s programs, events, exhibitions and properties while delivering mutually beneficial outcomes.
- Develop and manage the negotiation of corporate partner and/or sponsor relationships with existing and potential corporate partners and/or sponsors to position the AM for continued growth through the development of innovative partnership and/or sponsorship opportunities.
- Negotiate financial, contra and in-kind or other agreements and contracts to ensure maximum value to the AM.
- Manage corporate partnerships servicing, reporting, budgeting and renewals, delivery of contractual obligations and benefits to fulfil agreements and create mutually beneficial brand building opportunities for all parties.
- Develop and manage the design and production of proposals, presentations, agreements, internal and external reports and correspondence to facilitate the acquisition and successful delivery of all partnerships.
- Manage, guide and mentor team members to enable successful delivery of Partnerships team and AM priorities, initiatives, goals. Includes planning, financial management and delivery of the partnership teams KPIs.

Key challenges

- Work cohesively across the AM to balance priorities to achieve revenue targets within tight timeframes.
- Ensure all partnerships are aligned with business priorities and comply with AM policies in a fast paced working environment.
- Keep abreast of industry trends and compete with similar organisations for support from corporate partners.

Key relationships

Who	Why
Internal	
AM Executive Leadership Team	<ul style="list-style-type: none"> • Provide support to secure and foster relationships with key contacts from prospective and existing partners • Provide advice regarding AM partnerships • Receive overall direction on corporate strategic priorities • Contribute to the overall direction of the AM as a member of the Partnerships Team
Director, Marketing Communications and Partnerships	<ul style="list-style-type: none"> • Receive direction, support and guidance
Partnerships team	<ul style="list-style-type: none"> • Provides guidance and support; discusses issues relating to strategic objectives; mentors and supports individual professional development.
Marketing, Communications and Partnerships division and other AM business units	<ul style="list-style-type: none"> • Foster communication and collaboration • Increase buy-in and support for partnership activities and programs
AM Trust	<ul style="list-style-type: none"> • Provide reports, information and briefings as required

Who	Why
AM Staff	<ul style="list-style-type: none"> Develop and maintain effective working relationships AM staff and stakeholders to help facilitate the delivery of partnership programs and projects as well as the AM's strategic objectives.
External	
AM Current and Prospective Partners	<ul style="list-style-type: none"> Maintain and foster positive relationships Negotiate and execute partnership agreements, ensuring the delivery of contractual benefits are delivered on time and within budget Identify and instigate opportunities to develop business opportunities that will positively impact AM priority projects
Other external stakeholders (for example AM visitors, consultants, contractors, suppliers, media and government agency contacts)	<ul style="list-style-type: none"> To receive and/or provide information, assistance and excellent customer service To represent the AM in a professional and ethical manner Develop and maintain effective working relationships with established partners and new partners to ensure the delivery of contractual benefits are timely and within budget.

Role dimensions

Decision making

Works autonomously in accordance with direction provided by the Director, Marketing, Communications and Partnerships, as well as established AM policy and procedures. The role refers to the Director on matters that require a significant change to project outcomes or timeframes; are likely to create substantial or contentious precedents; or require a higher administrative or financial delegation; or is empowered to make decisions in relation to the role's major accountabilities.

Reporting line

This role reports to the Director, Marketing, Communications and Partnerships

Direct reports

Partnership Account Manager and Partnership Coordinator

Budget/Expenditure

This role is accountable and responsible for contributing significantly to the AM partnerships team goals and KPIs including helping to set and meet financial target(s)

Revenue: \$1. 3M (excluding Capital Campaign goals)

Expenditure: \$1. 3M

Essential requirements

- Extensive and professional experience in developing and implementing successful partnership sales strategies, team management, business development and account management
- Adequate knowledge and experience in order to deliver the Key Accountabilities and perform to the Focus Capabilities outlined in this Role Description

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Advanced
	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Adept
	Technology	Intermediate
	Procurement and Contract Management	Adept
	Project Management	Adept
	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Adept

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioral indicators provide examples of the types of behaviors that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Relationships Influence and Negotiate	Advanced	<ul style="list-style-type: none"> • Influence others with a fair and considered approach and present persuasive counter-arguments • Work towards mutually beneficial win/win outcomes • Show sensitivity and understanding in resolving acute and complex conflicts • Identify key stakeholders and gain their support in advance • Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Pre-empt and minimise conflict within the organisation and with external stakeholders
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results Deliver Results	Advanced	<ul style="list-style-type: none"> • Drive a culture of achievement and acknowledge input of others • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure effective acquisition and use of resources • Seek and apply the expertise of key individuals to achieve organisational outcomes
Business Enablers Procurement and Contract Management	Adept	<ul style="list-style-type: none"> • Apply legal, policy and organisational guidelines and procedures in relation to procurement and contract management • Develop well written, well-structured procurement documentation that clearly sets out the business requirements • Monitor procurement and contract management processes to ensure they are open, transparent and competitive, and that contract performance is effective • Be aware of procurement and contract management risks, and what actions are expected to mitigate these • Evaluate tenders and select providers in an objective and rigorous way, in line with established guidelines and principles • Escalate procurement and contract management issues where required
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcome

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Manage and Develop People		<ul style="list-style-type: none">• Negotiate clear performance standards and monitor progress• Develop team/unit plans that take into account team capability, strengths and opportunities for development• Provide regular constructive feedback to build on strengths and achieve results• Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way• Monitor and report on performance of team in line with established performance development frameworks
