

POSITION DESCRIPTION

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| Position title | Partnership Manager |
| Employer | Melbourne International Comedy Festival |
| Reports to | Marketing & Partnership Director |
| Full time equivalent | Full Time |
| Position reports | Partnership & Events Coordinator (short term contract) |
| Contract duration | 12-months |

Melbourne International Comedy Festival

Melbourne International Comedy Festival is one of the world’s great comedy festivals and one of Australia’s largest and most loved cultural events.

Conceived to promote the comedic arts in Australia, Melbourne International Comedy Festival has earned its global reputation through creative, eclectic programming. The organisation is active year-round with national and international touring, educational and artistic development programs complementing the presentation of the annual four-week festival.

The Festival values and encourages inventiveness, diligence and respect for all. Melbourne International Comedy Festival staff contribute as a team to the production of the Festival and have the opportunity for input in a variety of areas. An ability to communicate effectively and collaborate in a way that enables efficient and professional delivery of all aspects of the Festival's operations is essential.

The Melbourne International Comedy Festival is an equal opportunity employer.

Position objectives

The Partnership Manager is responsible for securing and managing the delivery of the Festival’s corporate partnerships, in accordance with the Festival’s corporate engagement strategy. In collaboration with the Executive Director, Marketing & Partnership Director and Partnership Consultant, the Partnership Manager will develop and implement strategies and initiatives aimed at securing and maintaining private support for the Festival and its suite of year-round programs delivered nationally and internationally.

The Partnership Manager works closely with internal departments and external stakeholders to ensure the smooth and successfully delivery of the Festival’s partnerships – from preparation of proposals, responding to sponsor enquiries, management and delivery of partner related activities and post-event reporting. The Partnership Manager will work closely with the Festival’s Venue Partners (and Drinking & Dining Partners), particularly in relation to bars, pourage rights, corporate entertainment packages and broadly the delivery of an outstanding audience hospitality experience for Festival attendees.

While the primary focus of the Partnership Manager is the securing and delivery of corporate partnerships, scope for the role includes supporting the Festival team to secure private support for the Festival and its programs through philanthropic donations, and grants from government, trusts and foundations.

Key relationships

Internal

- Festival Director and Executive Director
- Marketing & Partnership Director and marketing & partnership team
- Partnership Consultant
- Finance, technical, producing, ticketing and venues teams

External

- Current and prospective corporate partners (and their delivery agencies)
- Marketing/sponsorship agencies and consultants
- Corporate entertaining package buyers
- Service providers including catering, venues and marketing
- Arts industry peers and promotional partners

Key Responsibilities

Corporate Partnership acquisition and retention

- Work with the Executive Director, Marketing & Partnership Director and Partnership Consultant to secure cash and in-kind partner relationships in accordance with the Festival's corporate engagement strategy.
- With the Executive Director, Marketing & Partnership Director and Partnership Consultant, contribute to the development of the Festival's corporate engagement strategy.
- Plan and manage day-to-day relationships with Festival partners ensuring that benefits are fulfilled effectively and efficiently, agreements are renewed and positive relationships are maintained.
- Prepare and deliver partner activation plans for each relationship.
- Ensure partnership requirements are met and reported successfully, tracking deliverables consistently as they are implemented.
- Prepare post-Festival reports for all partners.
- Research and identify prospective partners and prepare proposals and pitching documentation.
- In collaboration with the producing, marketing and partnership teams, invent, dream up, develop and implement creative approaches to Festival partnerships and connections with the corporate sector.
- Develop, deliver and attend prospect and corporate network events.

Corporate entertaining packages and Drinking & Dining program

- Collaborate with the Marketing & Partnership Director on the development of the Festival's strategy for corporate entertaining offerings (Funny Business, Stand-Up & Supper and other initiatives).
- Lead the Festival's Drinking & Dining Partner program, including managing venue relationships and securing new partnerships.
- Supervise the Partnership & Events Coordinator in the delivery of corporate entertaining initiatives including sales and booking, event coordination and logistics, follow up and relationship management.
- Supervise the Partnership & Events Coordinator to deliver on the Festival's Drinking & Dining and Stand Up & Supper programs, including delivering partner benefits and tracking events.
- With support from the Partnership & Events Coordinator and the marketing & partnerships team, host corporate events for Festival partners and corporate package clients.

Grants from government, trusts and foundations

- With the Executive Director and Marketing & Partnership Director, contribute to the development of the Festival's philanthropic engagement and research and scope grant opportunities for the Festival's programs.
- Contribute to the preparation of grant applications to government, philanthropic trusts and foundations.
- Ensure that grant requirements are met and projects are acquitted successfully.

General

- Support the Marketing & Partnership Director in the preparation of written reports for the Festival Director and Executive Director as required.
- Develop appropriate invitation lists for opening nights and official functions.
- Liaise with the Festival Publicist regarding implementation of media strategies related to corporate partners.
- As required support the Festival's individual giving programs.
- Supervise and support the Partnership & Events Coordinator.
- Participate in Partnership Subcommittee meetings and prepare reports as required.

Selection criteria for the position

1. Direct experience in the management of corporate partnerships for arts / entertainment / events / sport (3-5 years minimum is essential).
2. Experience in securing private support through corporate partnerships and/or philanthropic relationships.
3. Demonstrated high level relationship and people management skills – working effectively with partners and stakeholders (internal and external) to problem solve, influence, negotiate and positively deliver mutually beneficial relationships.
4. Skills in report writing, prospect research, proposal and presentation preparation.
5. Demonstrated time management, organisation and planning skills; with the ability to prioritise a high workload and manage competing demands.

Personal attributes and desired experience

- Excellent communication skills, oral and written, and high-level interpersonal skills.
- Ability to work efficiently and calmly under pressure in a busy environment.
- Ability to deal with variety of stakeholders.
- Willingness to take direction and work as part of a team.
- Willingness to work in a festival cycle that involves work outside standard business hours.
- Patience, energy and a sense of humour.

A current Victorian driver licence is desirable.

Employment is conditional upon agreement to a National Police Record Check.

Melbourne International Comedy Festival

| FESTIVAL | |
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| Festival program | <p>Melbourne International Comedy Festival's vision is to deliver Melbourne an international comedy festival that is recognised as one of the largest and most popular comedy events in the world; to inspire and support a flourishing comedy community and to draw enthusiastic audiences to Melbourne as well as engaging with and growing audiences Australia-wide and internationally.</p> <p>Australian and New Zealand artists make up a large percentage of the Melbourne International Comedy Festival program. Approximately 20 percent of the annual program are shows by international artists. The Festival curates the international program with some artists presented by the Festival organisation, and others by a variety of other presenters.</p> <p>International artists are welcomed in order to showcase the best contemporary international comedy alongside Australian artists – offering Melbourne audiences the best comedy program possible. Some international guests tour to other Australian markets and New Zealand.</p> |
| Special events | <p>Festival produced special events are presented in significant venues across Melbourne:</p> <ul style="list-style-type: none"> – <i>The Gala</i> supporting Oxfam (broadcast event) – <i>Opening Night Comedy Allstars Supershow</i> (broadcast event) – <i>Upfront</i> – <i>The Great Debate</i> – <i>RAW Comedy National Grand Final</i> (broadcast event) – <i>Class Clowns National Grand Final</i> – <i>Deadly Funny National Grand Final</i> (broadcast event) – <i>Asian Allstars Gala</i> (broadcast event) |
| Broadcast | <p>The Festival creates a broad roster of digital content for television, radio, social media and streaming services.</p> |
| Venues strategy | <p>Festival Managed Venues form an important nucleus with more than 40 performance spaces built from the ground up in approximately 11 buildings across Melbourne's CBD (30 to 1500 seats). The Melbourne International Comedy Festival programs and manages these venues to offer artists accessible spaces with appropriate production support; and audiences a mix of events representing the wide range of current comedy practice from established and emerging, international and local, small and large scale artists.</p> |
| Family fun | <p>The Melbourne International Comedy Festival's free family outdoor program <i>The (Very) Big Laugh Out</i> has proved hugely successful as a showcase for the best Australian and international performers specialising in circus and physical theatre, roving and clowning.</p> <p>The Festival presents the hugely popular ticketed season, <i>Comedy Club for Kids</i>, for kids aged 6+ across the school holidays.</p> |
| Festival Club | <p>The <i>Festival Club</i> showcases artists each night of the Festival in a relaxed and social atmosphere for industry and patrons to mix. Late night line-ups, themed events and a fun environment for comics, industry and patrons have proved critical elements to the Club's success.</p> |
| Awards | <ul style="list-style-type: none"> – Melbourne International Comedy Festival Award for Most Outstanding Show – Golden Gibbo Award (celebrates a local, independent act who bucks trends and pursues their ideas more strongly than any commercial lure) – Best Newcomer Award – Directors' Choice Award – People's Choice Award – Pinder Prize – Piece of Wood Award (comics' choice award) – VicScreen Greenlight Award – Funny Tonne (award for aspiring comedy critic) |

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| Accessibility | The Festival's Accessibility Action Plan formalises accessibility initiatives and plans for the Festival's future strategies. The Festival will continue to build on accessibility outcomes with Auslan interpreted performances, Relaxed Performances, improved physical accessibility and information for patrons. |
| Affordability | Ensuring the Festival remains broadly accessible for all audiences, shows will continue to be encouraged to offer preview prices and Tuesday discounts. The Festival's current average ticket price is \$35. |
| Major event ticket declaration | Melbourne International Comedy Festival is a declared a major event under the 2009 Major Events Act. |

| DEVELOPMENT INITIATIVES | |
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| RAW Comedy | RAW Comedy criteria is simple – anyone who has earned less than \$750 from performing comedy is eligible to show off their comic prowess on the RAW Comedy stage. Five minutes of new, original comedy material is all it takes – stand-up, sketch, double and triple acts, musical and physical comedy are all welcome. Heats and state finals are held nationally (usually in Melbourne, Geelong, Sydney, Newcastle, Wollongong, Byron Bay, Mullumbimby, Perth, Adelaide, Brisbane, Surfers Paradise, Hobart, Launceston, Darwin, Alice Springs and Canberra) with the Grand Final in Melbourne as part of Melbourne Comedy Festival. |
| Class Clowns | Class Clowns is Melbourne International Comedy Festival's development program for teens around the country that sees professional comedians run comedy workshops in schools and performing arts centres to encourage self-esteem, confidence, drama, comedy and writing skills. Also a comedy competition, Class Clowns national heats are held to find the best emerging talent to battle it out in the National Grand Final during the annual Melbourne International Comedy Festival. |
| LOL Squad & Up Next Comedy | An extension of the Class Clowns program, LOL Squad and Up Next are delivered in partnership with Arts Centre Melbourne's The Channel. LOL Squad creates original comedy content with Comedy for Screen Workshops and Up Next Comedy is a live comedy room for young people at Arts Centre Melbourne. |
| Deadly Funny | Deadly Funny is Melbourne International Comedy Festival's workshop and mentoring program for Aboriginal and Torres Strait Islander performers. The program aims to identify, support and increase participation by emerging Aboriginal and Torres Strait Islander comedians and to encourage the career development of established professional comedy performers. Deadly Funny is committed to seeing First Nations comedians as an integral part of the Australian entertainment industry. Heats are held in partnership with local community partners across the country, with the Grand Final being held as part of Melbourne Comedy Festival. |
| The Comedy Zone | The Comedy Zone is an annual showcase of the best talent to emerge from the previous year's RAW Comedy and circuit. Five performers are given the opportunity to take part in their first Melbourne Comedy Festival without any personal financial risk. Melbourne Comedy Festival provides mentors, a director and all venue and marketing costs in order to support creative development and provide experience to the cast in the presentation of a festival season. |
| Conversations about Comedy | Jeez Louise was born in 2002 to encourage more women to get into comedy, and to support those already there. Conversations about Comedy incorporates Jeez Louise and opens the panel program to a wide variety of interested industry participants. |
| Light The Way Home | Light The Way Home provides women, trans or non-binary, and other vulnerable performers with a safe way home from comedy venues in or around the Melbourne CBD. At-risk performers can register to join a Melbourne Comedy Festival administered Uber account and access a free ride home when they need it. |

| TOURING AND INTERNATIONAL RELATIONS | |
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| Touring | Melbourne Comedy Festival Roadshow is the ultimate comedy road trip, touring to approximately 80 communities across Australia with a showcase of the best home-grown and international discoveries and superstars from the Festival. |
| Asia strategy (outbound) | Melbourne Comedy Festival's Asia engagement strategy aims to showcase Australia as an outward-looking, culturally diverse and innovative nation. Programs aim to build long-term connections and enhance reciprocal touring opportunities for the Australian comedy industry in key neighbouring nations. |
| Asia strategy (inbound) | The Festival presents annual seasons showcasing rising stars and established comedians from across Asia and India. Comedy Zone Asia and Indian Comedy Allstars Showcase are well-established and participating artists go on to perform in group or solo shows as part of the Festival. Shows have been performed in Hindi, Hinglish, Mandarin as well as English. |

www.comedyfestival.com.au

INHERENT PHYSICAL REQUIREMENTS

| Position Profile |
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| Position: Partnership Manager |
| Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for functions and events Secondary Actions: Manual handling – low to medium frequency and volume |
| Additional notes (varies depending on position): Stakeholder communication and support, screen-based activities, travelling to multiple venues |

| Action | Never | Occasional | Frequent | Continually |
|-------------------------------------------------------------------------|-------|------------|----------|-------------|
| Sitting | | | X | |
| Standing | | | X | |
| Walking | | | X | |
| Steps or stairs (MICF office and venues) | | | X | |
| Squatting or kneeling | | X | | |
| Bending or twisting | | X | | |
| Working with hands above shoulder height, reaching forwards or sideways | | X | | |
| Gripping or grabbing | | X | | |
| Fine hand coordination (computer typing) | | | X | |
| Eye coordination (computer screen) | | | X | |
| Lifting floor to waist, waist to height | | | X | |
| Lifting above shoulder height | | X | | |
| Carrying | | | X | |
| Pushing or Pulling | | X | | |
| Shift Work/Long hours | | | X | |
| Driving (as part of position) | | X | | |

| Risk Management | Description |
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| Training | Adequate training for appropriate lifting techniques |
| Resources | Information on posture, breaks and exercises |
| Trolley | To transport medium to heavy items |
| Portable step ladders | To access shelves above shoulder height |
| Staff support | Recruit team members to assist manoeuvring an object |
| Ergonomic support | Options for ergonomic furniture if appropriate |