



POSITION DESCRIPTION

Position	Development Lead (Partnerships & Events)
Department	Marketing, Audience & Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024</u> and its successors
Award classification	Administration Grade 3.2
Remuneration	\$79,450 pa, plus 12% superannuation
Terms of engagement	14-month fixed term (maternity leave replacement) in a full time (1.0 FTE) capacity
Work location	Geelong Arts Centre, 50 Little Malop Street, Geelong Costa Hall, Deakin University Waterfront Campus, Geelong
Date reviewed	June 2026
Approved by	Chief Executive Officer & Creative Director

ABOUT GEELONG ARTS CENTRE

We curate, support and present a diverse range of music, theatre, comedy and dance performances, as well as important cultural and arts practice dialogue, workshops, developments, community experiences and free public activations. Our work seeks to welcome every person in our community to engage, learn and express their creativity, making art a universal experience.

Geelong Arts Centre is the cultural heartbeat of Victoria's second-largest city. Established in 1981 as a Victorian Government statutory agency, we have evolved into Australia's largest dedicated regional performing arts complex. A landmark \$140 million redevelopment, completed in August 2023, quadrupled public space, installed world-class staging, lighting and acoustic systems, and created fully accessible foyers that link the historic Ryrie Street building with a striking new Little Malop Street façade designed in consultation with Wadawurrung Traditional Owners.

The campus now comprises four distinct performance venues supported by rehearsal studios, exhibition foyers and meeting and event spaces. Additional creative spaces include purpose-built rehearsal rooms, creative workspaces, and a range of hospitality areas including *Tutti*, our in-house café and restaurant which serves both the general public enjoying the precinct and our audiences pre-show.

Geelong Arts Centre curates a year-round season that pairs national and international touring productions with locally produced work. The Centre also commissions and co-produces work with producers from across the country. Core strands span mainstage theatre, contemporary dance, classical and popular music, children's and family programming, First Nations storytelling and multidisciplinary festivals. A large number of community events perform annually including schools and community ensembles alongside commercial promoters and touring artists.

Geelong Arts Centre is supported by a strong and growing philanthropic and corporate community who champion our work for and by the community. Community engagement and lifelong learning are embedded in our *Creative Learning* program which partners with educators from kindergarten to Year 12, offering curriculum-aligned performances, artist



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workshops and teacher resources. *Creative Engine*, the Centre's industry development hub, allocates seed funding, rehearsal space, mentoring and networking to emerging artists, sustaining a vibrant regional talent pipeline.

Access programs including Auslan-interpreted shows, relaxed performances, sensory-friendly matinees and ticket subsidies ensure that people of all ages, abilities and backgrounds feel welcome.

OUR PEOPLE

We want to make Geelong Arts Centre a place where people genuinely want to work — safe, supported, motivated, and inclusive. The Centre will invest in its workforce by building skills, capability, and organisational agility, while recognising and rewarding performance. We are committed to fostering a diverse, positive, and values-led culture that prioritises wellbeing, engagement, and development. We want to ensure a strong, capable, and inspired team drives the Centre's success.

At Geelong Arts Centre, our people embody four core values that drive everything we do. We are bold in our approach, embracing the freedom to challenge boundaries and think differently. Our welcoming spirit is reflected in genuine smiles that celebrate inclusiveness and our shared passion for creativity. We stay deeply connected by proactively engaging with arts and wider communities, facilitating meaningful exchange of ideas that enrich our cultural landscape.

Working as an ensemble, we value every team member's unique contribution as we strive toward our common purpose. This collaborative spirit extends to our commitment to professional development - we invest in structured learning pathways that help our people grow their skills and advance their careers. By bringing together diverse backgrounds, perspectives and experiences, we create an environment where creativity thrives and extraordinary cultural experiences come to life. Together, we're building a vibrant hub that connects global ideas with local stories and nurtures the artistic heart of our region.

See more in our [Strategic Plan](#).

RELATIONSHIPS

Reports to	Senior Manager, Development
Supervises	The role does not include direct supervisory responsibilities however works collaboratively with other roles within the Centre to deliver shared goals and improvement projects.
Internal Relationships	CEO & Creative Director, Directors, People Leaders, Managers, Centre staff.
External Relationships	Contractors and consultants, community stakeholders, prospective staff.



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POSITION OVERVIEW

The Development Lead is responsible for managing commercial partnerships and corporate membership and leads the creation and execution of event experiences that support the Development strategy.

The role assists the Senior Manager, Development and Director in growing relationships with donors, partners, funders, community stakeholders and VIPs, actively cultivating and stewarding support to expand sustainable funding opportunities for Geelong Arts Centre.

The role sits within the Marketing, Audience and Development department which plays a pivotal role in the sustainability and growth of Geelong Arts Centre and its programs. The team is tasked with maintaining existing and attracting new and diverse audiences and financial supporters, delivering the development strategy that underpins funds to realise capital and program goals.

PRIMARY RESPONSIBILITIES

People and teams

- Be an active member of the Marketing, Audience & Development team, providing input and assistance to planning, communications and executing development initiatives.
- Maintain cooperative and collaborative working relationships across all staff and with external stakeholders.

Commercial partnerships and corporate membership

- Lead and administer partnership, sponsorship and membership benefits, packages and opportunities.
- Lead commercial partnership and corporate membership servicing, communications and reporting, including seeking feedback regarding their experience and implementing improvements.
- Assist the Senior Manager, Development with commercial partnership strategy by identifying opportunities and areas for potential growth.
- Grow Platinum Membership through targeted acquisition and strong, ongoing member engagement.
- Assist the Senior Manager, Development in developing winning commercial partnership proposals for prospects directly linked to assets and strategic programming opportunities.
- Monitor activities related to contract and funding compliance and report to Senior Manager, Development and Director.

Events

- Lead the creation and delivery of event experiences for partners and stakeholders that support partnership and philanthropic outcomes.
- Attend events to act as the Event Manager, ensuring smooth delivery and leading stakeholder stewardship.

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- Liaise with internal teams including Marketing, Technology, Presenter Services and Food & Beverage to plan and execute events.
- Lead the development and management of event budgets in line with the overarching Development budget.
- Lead the development and management of event guest lists ensuring that updates are made in a timely manner, as well as coordinating guest list review and input from other departments (including Executive Leadership Team).
- Lead, manage and monitor event communications with guests (Save The Dates, Invitations, RSVPs etc.) with guest experience front of mind.
- Coordinate formalities and entertainment, seeking input from other departments and external stakeholders to engage speakers and talent.
- Prepare briefing and speaking notes for Executives, stakeholders and talent ahead of events.
- Lead post event reporting, including analysing insights and providing recommendations for future events.

Fundraising and stewardship

- Assist the Senior Manager, Development and Director in execution of annual fundraising campaigns.
- Assist the Senior Manager, Development to review current development and fundraising activities and make recommendations regarding future initiatives.
- Identify grant opportunities and write funding applications through research, the understanding of funding criteria and process.
- Coordinate and maintain database records for individual donors, agencies, trusts and foundations and other prospects.
- Work closely with internal teams and the Senior Manager, Development and Director to maximise philanthropic giving capabilities.
- Draft plans, lead and coordinate initiatives to implement approved fundraising activities for the campaigns.
- Monitor activities related to contract and funding compliance and report to Senior Manager, Development.

Corporate support

- Assist in the development and monitoring of the Development budget.
- Assist the Senior Manager, Development with reporting requirements relating to philanthropic giving, as requested by the Director, including:
 - Internal reports to management, the Centre's Trust and Subcommittees.
 - External reports which may include funding acquittals, progress reports and other reporting required by key stakeholders, sponsors and partners.
- Provide reporting, evaluation and strategic recommendations to the Senior Manager, Development regarding ways to retain existing and attract new supporters and sources of funding.
- Contribute to and take responsibility for projects of defined scope as assigned by the Senior Manager, Development.



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- Perform project planning, administration functions as required.
- Undertake other duties or projects as reasonably requested.

Values, Governance, Safety & Risk Management

The incumbent shall carry out their duties in accordance with legislative and governance requirements, Centre policies, procedures and practices, safety principles, code of conduct for Victorian public sector employees, and Victorian Public Sector Values.

Commitment to Health and Safety

- All staff are responsible for the reasonable care for their own health and safety and that of other people who may be affected by their conduct.
- Geelong Arts Centre is committed to providing a workplace that protects the physical and mental health, safety and wellbeing of our people, visitors and others who work for and with us. Our leadership is critical to promoting a safety culture that is inclusive, supportive, adaptive and free from harassment, discrimination and bullying and achieves positive safety outcomes for our people. Our executive and people leaders are responsible for providing and maintaining a safe and mentally healthy workplace culture where we take care of each other through supporting and providing a work environment where safety is prioritised.

SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have:

- Experience in a development/partnership/events or fundraising role.
- Proven track record successfully developing and managing relationships with partners and stakeholders.
- Proven ability to develop, coordinate and deliver high quality stakeholder events.
- Confidence and ability to deal effectively with people at all levels.
- Tertiary qualification in relevant discipline.

Desirable qualifications and experience

- An interest in, and knowledge of, the performing arts.
- Knowledge of Geelong and the district community.
- Experience using customer relationship management (CRM) systems.
- Current knowledge of legislation impacting on philanthropy, Australian philanthropic ethics and standards.
- Demonstrated experience in the preparation of successful grant applications.
- Design skills and experience in the use of Adobe Creative Suite.

Special requirements

- Flexibility in working hours to support daytime, evening, and some weekend work will be required as part of the normal hours of duty for this position.



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- The following checks, licences and certifications are required for this role:
 - Current and valid Working with Children's Check (employee)
The employee must provide evidence that they hold current certifications prior to commencing employment with Geelong Arts Centre. The employee must maintain currency of these checks, licences and certifications for the duration of their employment with Geelong Arts Centre.

CAPABILITIES

Demonstrable behaviour, skills, knowledge and abilities in the following core capabilities:

Continuous improvement	Proactively improves the efficiency, effectiveness and quality of materials, processes and systems; fosters and encourages an environment in which creativity, innovation and diversity of thought are valued and rewarded.
Service culture	A people first attitude; considers others' perspectives in making decisions and providing consistent quality advice and service; offers solutions and strategies that best serve the stakeholder's needs.
Digital literacy	Promotes technical solutions to modernise work practices, ensuring alignment with business requirements and contemporary digital landscape; actively grows capability in digital communication and technology literacy.
Collaboration	Proactively supports working together, shares ideas and provides constructive feedback; respects and values others; encourages camaraderie, cohesiveness and connectedness.
Communicating with influence	Engages and energises others through confident and persuasive communication; confidently conveys ideas and information in a clear and interesting way, understands and meets the needs of target audiences (i.e. the right information to the right people), welcomes constructive feedback and sees things from others' points of view and confirms understanding.



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DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position. Its purpose is to provide an outline of scope and responsibilities, at a point in time. The scope of the role may be altered from time to time in accordance with changing business requirements.

INSTRUCTIONS TO APPLICANTS

To apply for this role please use the [Careers](#) page of our website. To be considered for this opportunity, candidates must address the **Selection Criteria and Capabilities** requirements and follow the instructions on the Geelong Arts Centre website.