



# POSITION DESCRIPTION

Position	<b>Senior Manager, Development</b>
Department	Marketing, Audience & Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024</u> and its successors
Award classification	Administration Grade 5.1
Remuneration	\$105,100 pa, plus 12% superannuation
Terms of engagement	Ongoing 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	February 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 workshops and teacher resources. *Creative Engine*, the Centre's industry development hub,

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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	Director, Marketing, Audience and Development
Supervises	The role includes supervisory responsibilities overseeing the day-to-day prioritisation and coordination of workloads within the Development team with one direct report (Development Lead)
Internal Relationships	CEO & Creative Director, Directors, People Leaders, Managers, Development Lead, Centre staff cross-departmentally.
External Relationships	Contractors and consultants, commercial partners, donors and community stakeholders (prospective and current).

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## POSITION OVERVIEW

The Marketing, Audience and Development department 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.

The Senior Manager, Development leads high-value fundraising strategies, focusing on cultivating relationships with major donors, foundations, and corporate partners to drive revenue growth.

Driving and delivering the Development strategy through nurturing integral revenue streams across, grants, philanthropy and commercial partnerships, nurturing existing relationships and cultivating new ones.

The Senior Manager, Development manages portfolios of high-net-worth individuals, including cultivation, solicitation, and stewardship of major gifts and continuously cultivating relationships with trust and foundation stakeholders to expand funding opportunities.

## PRIMARY RESPONSIBILITIES

### People and teams

- Actively participate as a member of the Development & Marketing teams, provide leadership and advice to planning, communications and development initiatives.
- Lead and nurture the Development team to inspire and drive planning and delivery of development initiatives and campaigns.
- Be an active part of the Marketing, Audience and Development Senior Leadership team, supporting the Director and the Executive Leadership team as required.
- Maintain cooperative and effective working relationships across the Centre and with external stakeholders.
- Develop and maintain strong networks and relationships across arts, media, education, suppliers, government & community sectors.

### Fundraising and stewardship

- Lead high-value fundraising strategies, focusing on cultivating relationships with major philanthropic donors, foundations, and corporate partners to drive fundraising growth.
- In consultation with the Director, manage, drive and deliver development and fundraising strategies including capital and/or major giving campaign, and make recommendations regarding future initiatives.
- Drive the identification of new partners and donors.
- Develop grant funding applications through research, the understanding of funding criteria and application deadlines.
- Maintain database records for individual donors, agencies, trusts, and foundations.



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- Monitor activities related to contract and funding compliance and report to the Director.
- Manage stewardship strategy and communication with stakeholders, including donor acknowledgements and recognition and seek feedback regarding their experience.

## Commercial partnerships and corporate membership

- Manage and administer partnership, sponsorship and membership benefits, packages, and opportunities.
- Drive revenue and growth, manage P&L for specific partnership portfolios.
- Develop, manage and grow commercial partnerships that drive strategic value back to Geelong Arts Centre and the partner.
- Draft plans and budgets to manage events that support sponsors and philanthropic outcomes.
- Develop commercial partnership proposals for prospects directly linked to assets and strategic programming opportunities.
- Lead contract negotiations, funding applications and partnership agreement development.
- Monitor activities related to contract and funding compliance and report to the Director.
- Grow, engage and reward Platinum members through deep partner program integration and experiences.

## Corporate support

- Assist the Director in development and monitoring of the philanthropy and development budget.
- Manage 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.
- Conduct end to end management of reporting, evaluation, and recommendations to the Director 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 Director.
- 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.

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## 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/sponsorship/fundraising role, preferably in an arts industry setting.
- Proven track record successfully developing and managing relationships with donors and partners.
- A confidence and ability to deal effectively with people at all levels.
- Demonstrated experience in the preparation of successful grant applications.
- Proven ability to develop, coordinate and deliver high quality stakeholder events.
- Demonstrated experience in developing, influencing and maintaining professional relationships with internal and external stakeholders.

### Desirable qualifications and experience

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

### Other 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.
- The following checks, licences and certifications are required for this role:
  - Current and valid Working with Children's Check (employee)



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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:

<b>Communicating with influence</b>	Engages and energises others through confident and persuasive communication; confidently conveys ideas and information with clarity, 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.
<b>Digital literacy</b>	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.
<b>Leading change</b>	Actively promotes and drives inclusive change using broad influencing skills to gain support and overcome barriers; gains stakeholder support and generates enthusiasm about change.
<b>Personal resilience</b>	Maintains composure and focus under pressure; adapts to changing situations and recovers from setbacks.
<b>Integrity</b>	Committed to the public interest and operates in a manner that is consistent with the organisation's code of conduct, coupled with an ability to handle sensitive and confidential information and material, with an emphasis on tact and discretion.
<b>Shaping strategic direction</b>	Conceptualises and defines strategies to achieve organisational goals; understands environmental trends and integrates this knowledge into business strategies focused on value, revenue, quality, people, efficiency and investment.
<b>Navigating complexity</b>	Proactively and quickly makes sense of complex issues; effectively responds to difficult or ambiguous situations; making clear, well-reasoned and timely decisions that have a significant impact on the organisation.

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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.