

ART GALLERY OF NEW SOUTH WALES

Employment information package

Business Development Manager, Clerk Grade 9/10

Position number: 12/PR4016



Dear applicant

Thank you for your interest in applying for the permanent position of Business Development Manager at the Art Gallery of New South Wales (AGNSW).

The AGNSW is a State institution and part of the Department of Trade & Investment, Regional Infrastructure & Services. The AGNSW attracts over 1.3 million visitors annually. It has significant collections of art including Aboriginal, Australian, Asian and European and presents a dynamic program of national and international exhibitions involving significant loans. The AGNSW is an active institution with extensive corporate and internal functions.

The AGNSW is located adjacent to The Domain, and has an off-site collection store at Lilyfield and manages the Brett Whiteley Studio in Surry Hills as well as leasing a storage facility at Padstow. The Gallery employs 350 people on an annual basis and has a current effective full-time average of 238 staff.

The Gallery offers a stimulating and enjoyable environment to work in as well as a number of beneficial employment conditions, including:

- five-minute walk to Martin Place and St James train stations and buses
- Employee Assistance Program to provide confidential counselling services to staff members and their families
- salary packaging for superannuation, leasing vehicles & transport tickets.
- favourable leave conditions
- Research Art Library
- the Gallery Shop, a leading retailer of art books with a discount for staff on merchandise
- Access to the Gallery's exciting film and lecture programs
- in-house cafe and restaurant run by Trippas White Catering

This employment information package includes; a copy of the advertisement, a guide to applying for positions in the NSW Public Sector and copy of the Marketing and Development organisation chart.

If you require further details about this position, please contact Jackie Menzies on + 61 2 9225 1756 or email Kirsten.Downie@ag.nsw.gov.au

We look forward to receiving your application.

Yours sincerely



Jenny Albert
Human Resources Manager

Position advertisement

Business Development Manager

Clerk Grade 9/10

Position number: 12/PR4016

Permanent full-time – 35 hours per week

The Art Gallery of NSW is seeking to fill the permanent position of Business Development Manager.

Role description

Responsible for attracting and securing corporate, media and government sponsors as well as grants and other funding opportunities to support Gallery exhibitions, programs and activities. Working closely with the Director, Marketing, Development and Memberships, the Business Development Manager increases the overall level of cash sponsorship in line with target, identifies new properties across the Gallery for sponsorship and other funding as well as identifying budget-saving in-kind support.

Salary package

Total salary package valued up to \$111,026 per annum including salary range \$91,303 - \$100,613 plus 9% employer's contribution to superannuation and annual leave loading.

Selection criteria

1. Demonstrated experience and success in securing financial and strategic partnerships.
2. Relevant tertiary qualifications and/or minimum five years direct industry experience in securing and managing sponsor relationships.
3. Excellent communication, interpersonal, persuasion and negotiation skills.
4. Broad network of industry and business contacts and knowledge of business environment including current trends, issues and economic climate.
5. Proven skills in customer/member database software and its maintenance including data entry and preparation of analytical reports.
6. Highly competent budgeting and accounting skills.
7. Strong research and project management skills to deliver outcomes.

Contact officer

Kirsten Downie tel + 61 2 9225 1756 or email Kirsten.Downie@ag.nsw.gov.au

Applications

Apply online at www.jobs.nsw.gov.au/ (search for 'Art Gallery' in keywords)

Closing date for applications

Friday, 24 February 2012

Position description

Role specific information

Position title

Business Development Manager

Organisation

Art Gallery of New South Wales (hereafter referred to as AGNSW)
Art Gallery Road, The Domain, Sydney NSW 2000

Division

Marketing & Development

Reports to

Director, Marketing, Development and Memberships

Direct reports

None

Indirect reports

None

Role context

The AGNSW is a State institution and part of the Department of Trade & Investment, Regional Infrastructure & Services. The AGNSW attracts over 1.3 million visitors annually. It has significant collections of art including Aboriginal, Australian, Asian and European and presents a dynamic program of national and international exhibitions involving significant loans. The AGNSW is an active institution with extensive corporate and internal functions.

The AGNSW is located adjacent to The Domain, and has an off-site collection store at Lilyfield and manages the Brett Whiteley Studio in Surry Hills as well as leasing a storage facility at Padstow. The Gallery employs 350 people on an annual basis and has a current effective full-time average of 238 staff.

The Business Development department is accountable for securing revenue and budget relieving support for exhibitions and activities at the Art Gallery of NSW to fulfil financial targets, increase audiences and profile for the Gallery and connect with the business, government and media communities.

Role purpose

To attract and secure corporate, media and government sponsors as well as grants and other funding opportunities to support Gallery exhibitions, programs and activities. Working closely with the Director, Marketing, Development and Memberships, the Business Development Manager increases the overall level of cash sponsorship in line with target, identifies new properties across the Gallery for sponsorship and other funding as well as identifying budget-saving in-kind support.

Key internal relationships

- Director
- Director, Marketing, Development and Memberships
- Curatorial team
- Corporate partnerships manager
- Public Programs staff
- Marketing staff
- Executive team
- Exhibitions staff
- Benefaction manager and team
- Media relations team

- In house design team
- Copyright
- Multimedia and web staff
- Art Gallery Society (membership)

Key external relationships

- Gallery sponsorship committee
- Gallery Trustees
- Gallery business councils
- Existing Gallery sponsors including corporate, government, tourism, and media industries
- Other attractions, performing arts companies and broader cultural industry
- Broader business community and interest groups

Role-related documentation

- Annual reports
- Corporate plan
- Business development plan and sponsorship proposals

Key responsibilities and tasks, and key performance indicators

1. Secure financial support for the Gallery, its exhibitions and activities from corporate, government, and media partners

Key responsibilities and tasks

- Research Gallery exhibitions, activities and programs; generate and update sponsor prospects lists for these properties
- In conjunction with the Director, M & D, develop the strategic plan for business development
- Work closely with the Director, M & D, executive team, Gallery sponsorship committee, business councils and others to develop networks and ensure the most effective approach to securing sponsors
- Research, develop and present tailored sponsorship proposals
- Work with the Director, M & D and corporate partnerships manager to develop and strengthen current partnerships
- Keep abreast of changes in the macro business environment and specifically relevant changes to our current and prospective sponsors business
- Negotiate and complete contracts with new sponsors

Key performance indicators

- Sponsorship revenue targets are met
- Objectives achieved including financial targets, brand alignment, marketing reach and engagement
- Long term partnerships are secured for the Gallery
- Proposals are innovative, generating partnerships that deliver return on investment and positive outcomes for sponsors

2. Manage the Gallery's approach to grant application and other funding opportunities for exhibitions, programs and education initiatives

Key responsibilities and tasks

- Effectively manage funding opportunities for the Gallery, liaising regularly with benefaction staff, curators, public programs and education team, developing templates for applications, and reports
- Identify potential grants and other funding opportunities for relevant Gallery programs and initiatives and create a central database and process to manage these
- Where appropriate manage ongoing relationships with key funding bodies including foundations and government organisations

Key performance indicators

- Central database of funding bodies and parameters, and relevant Gallery programs developed and maintained
- Increase in grants and funding revenue for the Gallery
- Good working relationship with curators, public programs, benefaction, marketing and sponsorship teams

3. Work with the Art Gallery Society to develop an integrated approach to sponsors and corporate membership

Key responsibilities and tasks

- Working closely with the Director, M & D and the Gallery Society to develop a tiered hierarchy system of sponsor benefits and processes to ensure a strategic and seamless offering for corporate partnerships and memberships across the two organisations
- Liaise regularly with the Development Manager of the Society to ensure that sponsor opportunities are fully realised between the two organisations

Key performance indicators

- Increased revenue from sponsors
- Positive working relationship with the Art Gallery Society

4. Develop and manage business and customer relationship database

Key responsibilities and tasks

- Review current database; advise on business development requirements for upgraded database
- Project manage the initiation of a new system with Head of IT, senior management and special project team
- Set processes to migrate and ensure data is updated regularly
- Liaise with other areas of the Gallery such as benefaction, directorate and executive team to ensure requirements are fulfilled

Key performance indicators

- New database is initiated
- Database is used by business development department, benefaction and other key areas providing accurate and useful information on business partners, donors and other key stakeholders

5. Promote the Gallery as a leading cultural institution to the broader business and government community and work with business to extend corporate benefaction and develop long term partnerships

Key responsibilities and tasks

- Working with the Director, M & D proactively manage the Gallery's sponsorship committee and business councils, preparing documents, prospect lists and agenda items ensuring a strategic approach is taken to fully utilise these networks
- Attend and represent the Gallery at relevant industry forums, workshops and other business networking events
- Keep abreast of the macro business environment, business case studies and partnership/sponsorship trends
- Generate strong networks with other cultural organisations in Australia and internationally

Key performance indicators

- Long term partnerships secured
- Gallery networks are engaged and utilised, sustainable prospect lists and relationships are developed
- Business council membership numbers increase and level of engagement grows
- Broaden scope of industries that partner with the Gallery
- Industry recognition of best practise partnerships (such as Marketing Institute award, ABAF, company recommendations)
- Current sponsors extend or expand partnership with Gallery

6. Foster an organisation wide understanding of the benefits of corporate support and collaboration and develop excellent internal working relationships

Key responsibilities and tasks

- Liaise regularly with curators, public programs, media relations and marketing staff to ensure opportunities are fully realised and creative ideas for partnerships' are generated

Key performance indicators

- Good working relationships with curators, public programs, executive team, marketing and media relations

Essential criteria

1. Demonstrated experience and success in securing financial and strategic partnerships.
2. Relevant tertiary qualifications and/or minimum five years direct industry experience in securing and managing sponsor relationships.
3. Excellent communication, interpersonal, persuasion and negotiation skills.
4. Broad network of industry and business contacts and knowledge of business environment including current trends, issues and economic climate.
5. Proven skills in customer/member database software and its maintenance including data entry and preparation of analytical reports.
6. Highly competent budgeting and accounting skills.
7. Strong research and project management skills.

Division structure



Applying for a job with the Art Gallery of NSW

Selection for NSW Government positions is based on merit. This means that the person whose skills, knowledge and experience best match the job requirements will be selected.

It is important that you obtain access to the information package, which expands on the information contained in the job advertisement. This will assist you to complete the application. Electronic information packages are hyperlinked from each job advertisement and can usually be printed or downloaded. In addition to the information contained in the package, the website of the Public Sector Workforce Office contains useful information for completing your application and about working for the NSW Government.

It is strongly recommended that you complete this process so that you maximise your chances of obtaining an interview for the position. To do this, you must submit a completed 'claim for the position', your resume and any other documents you wish to include. A brief covering letter is optional and can be attached along with your resume. Your 'claim for the position' is the most important part of the application, you should address each of the selection criterion by describing your skills, knowledge and experience and how they could be used in the job.

Any statement on your application that is found to be deliberately misleading could make you, if employed, liable to dismissal.

When accepting a role in the Government you need to be aware of the principles of a 'diverse, fair and safe workplace' (see further documents). This means that you understand and will support these principles in your new role.

Applications should be sent to the address outlined in the advertisement by the due date.

The interview and selection process

After assessing the applications, the selection committee will choose those applicants who best meet the selection criteria for further assessment. The selection committee may use a number of methods to assess your ability to do the job including: interview questions, work samples, tests and referee and records checks.

Referee check

At the interview, you will be asked to provide the name and contact details of two referees – a current or recent supervisor(s) and/or a current or recent colleague(s). Referees are asked to provide information on your work behaviour and performance and can be asked to verify or comment on claims made by you.

Criminal record check

The NSW Government requires that a criminal record check be carried out on applicants recommended for some positions. A criminal record does not necessarily disqualify you from selection. If the criminal records check results in rejection of your selection, you will be given the opportunity to discuss the matter before a final decision is made.

Working with children check

When applying for a position in child-related employment a 'working with children check' will also be undertaken. This is a formal process of checks to help determine your suitability to work with children or have unsupervised access to children in your work. The check takes into account relevant criminal records, apprehended violence orders and completed disciplinary proceedings.

It is an offence under the NSW Child Protection (Prohibited Employment) Act 1998 for a person convicted of a serious offence to apply for a child-related position. Information on the Working with Children Check is located at <http://www.kids.nsw.gov.au/check>

Verification of professional and/or academic qualifications

If you are selected as the preferred candidate for the position, the selection committee will ask to see original certificates or certified (by the institution) academic transcripts of your qualifications. The cost of producing this documentation is to be met by you. The selection committee may also seek verification of your qualifications from the issuing institution. Any statement on your application that is found to be deliberately misleading could make you, if employed, liable to dismissal and/or prosecution.

Permanent appointment

To be permanently appointed in the NSW Government you need to:

- Be an Australian citizen or have the status of permanent residence in Australia. If you do not fit this category, you are only eligible for appointment to temporary vacancies. For more information on Australian citizenship or permanent residency, please see <http://www.immi.gov.au>.
- Have your fitness to carry out the duties of the position confirmed by a health assessment. This is not concerned with disabilities that do not affect your work and may involve a declaration provided by you or a medical examination if considered necessary
- Provide proof of identity.

If you are offered employment you may be asked about your current salary to determine an appropriate commencement rate.

Further information

The Inquiries Officer named on the job advertisement can provide more information. They can also help if you have any requirements for the interview (eg mobility access, or interpreter for hearing impaired people).

A diverse, fair and safe workplace

Essential information about working for the NSW Government

When you work in the NSW Public Sector you are not just doing a job — you are representing the NSW Government to achieve what is in the community's best interests.

The NSW Government is dedicated to building a talented and responsive workforce that reflects the diversity of the people of NSW. This means valuing the participation of people with different life and work experiences. By valuing different people and different approaches to what we do, we are more innovative and ultimately deliver better services.

The NSW Government is committed to occupational health and safety, freedom from discrimination, bullying and harassment, and respect and fairness to its staff and the community.

All employees and managers are expected to understand and support these principles and practices and to meet their responsibilities in these areas.

People who work for the NSW Government need to understand these principles:

- cultural diversity
- equal employment opportunity (EEO)
- ethical practice
- occupational health and safety (OH&S)

The information provided here is designed to give you a broad understanding of these areas. Your employer will be able to provide you with more information on how these principles apply to your own workplace.

Cultural diversity

The NSW Government recognises and values the different linguistic, religious, racial and ethnic backgrounds of all the people of NSW. The Community Relations Commission and Principles of Multiculturalism Act 2000 sets out four principles of multiculturalism. These are:

- Everyone in NSW should have the greatest possible opportunity to contribute to, and participate in all aspects of public life in which they may legally participate.
- All individuals and institutions should respect and make provision for the culture, language and religion of others within an Australian legal and institutional framework where English is the common language.
- Everyone should have the greatest possible opportunity to make use of and participate in relevant activities and programs provided or administered by the NSW Government.
- All NSW institutions should recognise the linguistic and cultural assets in the NSW population as a valuable resource and promote this resource to maximise the State's development.

All NSW Government agencies must have in place strategies to meet the principles of multiculturalism. Agencies must include these strategies in an Ethnic Affairs Priority Statement (EAPS) contained in their annual report to Parliament. Strategies can include:

- offering programs and services which reflect the needs of the entire community
- developing and implementing policies which are sensitive to all staff and client needs
- providing information in ways that will reach all staff and clients
- providing language services for all clients
- ensuring that boards and committees reflect the multiculturalism of the community
- training staff on multiculturalism and how these apply in their jobs
- using flexible, inclusive consultation processes.

For more information, contact the Community Relations Commission for a Multicultural NSW
Phone: 02 9716 2232 Website: www.crc.nsw.gov.au

Equal Employment Opportunity (EEO)

EEO is about:

- ensuring workplaces are free from all forms of unlawful discrimination and harassment
- providing programs to assist members of EEO groups in employment.

EEO groups are people affected by past or continuing disadvantage or discrimination in employment. These groups are women; Aboriginal and Torres Strait Islander people; members of racial, ethnic, and ethno-religious minority groups, and people with a disability.

Discrimination is treating someone unfairly or harassing them because they belong to a particular group. Under the Anti-Discrimination Act 1977, it is against the law in NSW for any employer, including the Government, to discriminate against an employee or job applicant because of their age; sex; pregnancy; disability (including past, present or possible future disability); race, colour, ethnic or ethno-religious background, descent or nationality; marital status; carer's responsibilities; homosexuality; transgender.

Both **direct and indirect discrimination** are against the law. Direct discrimination means treatment that is obviously unfair or unequal. Indirect discrimination means having a requirement that is the same for everyone but has an effect or result that is unfair to particular groups of people.

All employees have the right to:

- a workplace that is free from unlawful discrimination and harassment
- equal access to benefits and conditions
- fair processes to deal with work-related complaints and grievances

Employees also have the responsibility to:

- act to prevent harassment and discrimination against others in the workplace
- respect differences among colleagues and customers such as cultural and social diversity
- treat people fairly (don't discriminate against or harass them)

Managers and supervisors have the additional responsibility to:

- ensure that work practices and behaviours are fair and free from all forms of unlawful discrimination and harassment
- provide employees with equal opportunity to apply for jobs, training and development, higher duties and flexible working hours

- ensure selection processes are consistent, transparent and based on merit

Ethical practice

People who work for the NSW Government must always work ethically and act in good faith in the public interest. This is their public duty. The Independent Commission against Corruption has developed these principles to help Government employees make better decisions and resolve ethical dilemmas they may face at work:

Serving public above private interests

Government employees must make decisions and take actions which best serve the public interest. When making decisions, employees should not consider their private or personal interests.

Integrity

Government employees should ensure that any decision made, or action taken, has these qualities:

Openness

- giving reasons for decisions
- revealing all avenues available to the client or business
- when authorised, offering all information
- communicating clearly

Honesty

- obeying the law
- following the letter and spirit of policies and procedures
- observing codes of conduct
- fully disclosing any possible conflicts between the public interest and personal interests

Accountability

- recording reasons for decisions
- submitting to scrutiny
- keeping proper accessible records
- establishing audit trails

Objectivity

- fairness to all
- impartial assessment
- merit selection in recruitment and in purchase and sale of government resources
- considering only relevant matters.

Courage

- giving advice fearlessly and frankly where required
- doing the right thing even in the face of adversity
- reporting and dealing with suspected wrongdoing
- acting in the public interest above loyalty to colleagues or supervisors.

Leadership

- demonstrating, by your own ethical behaviour, the value of these principles in serving the public interest
- promoting public duty to colleagues and others in an agency and outside.

For more information, contact the Independent Commission against Corruption

Phone: 02 8281 5999 Website: www.icac.nsw.gov.au

You can also ask any Government agency for a copy of its Code of Conduct for employees.

Work Health and Safety (WH&S)

What everyone needs to know

The NSW work health and safety act 2011 aims to protect the health, safety and welfare of people at work through general requirements which must be met at every place of work in NSW. The Act covers employees as well as employers and self-employed people.

Employees must:

- take reasonable care of the health and safety of others
- co-operate with employers in their efforts to comply with WHS requirements

Employers must:

- ensure the health, safety and welfare at work of their employees
- maintain workplaces in a safe condition and provide safe entrances and exits
- ensure the safe use, handling, storage and transport of equipment and substances
- provide work systems and working environments that are safe and without risks to health
- provide information, instruction, training and supervision necessary to ensure employees' health and safety at work
- maintain adequate facilities for the welfare of employees
- consult employees so they can contribute to decisions affecting their health, safety and welfare
- adopt a risk management approach to managing workplace health and safety

Both employers and employees must not:

- interfere with or misuse things provided for the health, safety or welfare of persons at work
- obstruct attempts to give aid or attempts to prevent a serious risk to the health and safety of a person at work
- refuse a reasonable request to assist in giving aid or preventing a risk to health and safety
- disrupt a workplace by creating health and safety fears

Note: this is general information only. Managers and employees should seek more information from their own workplace. Nothing in this document shall be construed to waive or modify any obligations imposed by the OH&S Act 2000 or the OH&S Regulation 2001.

For more information, contact Work Cover NSW

Call 13 10 50 for more information about the new work health and safety (WHS) laws.