

## POSITION DESCRIPTION

<b>Job Title:</b>	Relationship Manager
<b>Business Unit:</b>	Fundraising & Marketing
<b>Reports To:</b>	General Manager, Fundraising and Marketing
<b>Direct Reports:</b>	Nil
<b>Location</b>	Docklands Office, Melbourne
<b>Date Updated:</b>	January 2020

### Position Purpose

The Relationship Manager is a key role within the Fundraising & Marketing Team and is responsible for managing Red Nose's key relationships including corporate partners, influencers, ambassadors, and key supporters.

The role will provide proactive account management for existing partners and build a sustainable pipeline of partnership opportunities to increase the impact and influence of Red Nose so we can achieve our mission of saving little lives. This will include building new relationships and proactively managing existing key relationships across business, media, sport and entertainment industries.

Working closely with the General Manager and Leadership Team, the role is responsible for achieving and exceeding the fundraising targets and supporting the achievement of our marketing and brand objectives.

### Key Internal Relationships

- General Manager, Fundraising & Marketing
- Fundraising & Marketing Team
- Bereavement Services Team
- Chief Financial Officer & Staff
- Chief Executive Officer
- Board Directors

### Key External Relationships

- Partners
- Ambassadors/Influencers
- Supporters
- Volunteers

### Key Tasks

- Manage Red Nose's strategic approach to corporate partnerships, key relationships, and high profile ambassadors/influencers.
- Build new business partnerships and relationships with current and prospective partners via phone, email and face to face
- Develop and implement a strategy to grow Red Nose's Workplace Giving Program and Employee Engagement programs with our partners.
- Work collaboratively with the Fundraising Campaigns Manager to increase corporate sponsorship for current and new events.
- Develop proposal documents and present to prospective and current supporters.
- Develop sponsorship and gift agreements and manage the fulfilment of those agreements.
- Secure and manage the sponsorship of current events, partnered events and cause related marketing campaigns.
- Provide excellent account management and partnership activation support to ensure the objectives/obligations of each partnership are achieved or exceeded.
- Develop and maintain strong, positive relationships with ambassadors and influencers to maximise opportunities to raise awareness and income for Red Nose through media and in-kind marketing support.
- Meet annual revenue targets for partnerships and support the achievement of revenue targets for campaigns and events through acquisition of sponsorship, cash, and in-kind marketing support.

- Represent Red Nose at various events and activities as a Red Nose speaker and brand ambassador, on occasion out of hours or on the weekend.
- Provide input into annual strategic planning, budget process and related activities.
- Provide regular reports to Management on income, forecast and partnerships results.
- Ensure all records are accurate and comprehensive and provide all data required for robust reporting.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Contribute to the development of an excellent high performing team culture.
- Comply with OH&S requirements.

### Experience & Qualifications

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Minimum five years' experience in corporate partnership management, account management or business development.</li> <li>• Proven ability to secure and management partnerships, and ability to build constructive and effective relationships with senior decision makers.</li> <li>• Proven negotiation and contract development skills, with strong commercial acumen and attention to detail.</li> <li>• Excellent communication and presentation skills.</li> <li>• Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.</li> </ul>
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<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience in marketing and/or media.</li> <li>• Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.</li> </ul>
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### Skills & Technical Expertise

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Proven experience developing quality sponsorship and partnership proposals</li> <li>• Proven ability to meet annual targets and KPIs.</li> <li>• Strong rapport building skills and ability to confidently 'make the ask' and pitch to secure high-value partnerships.</li> <li>• Able to distil complex issues into easily understandable ideas, concepts, communications.</li> </ul>
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### Personal Attributes

<b>Essential</b>	<ul style="list-style-type: none"> <li>• High level of personal accountability, self-initiative and drive.</li> <li>• Results-driven</li> <li>• Commercially pragmatic, operationally efficient.</li> <li>• Ability to think creatively and to contribute innovative new ideas</li> <li>• Empathy, diplomacy and tact</li> <li>• Ability to travel inter-state as required.</li> </ul>
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### Authorisation

Position authorised by: General Manager, Fundraising and Marketing

Employee signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_