

Position Description

Position Title:	National Corporate Partnerships Specialist
Reporting To:	Liliana Sanelli, CEO Perfect Events
Key Relationships (Internal)	Legacy Centenary Committee Legacy Australia Inc. (Scott Warr) Legacy Clubs Perfect Events
Term	Fixed Term Contract <i>6-12 months with potential to extend to 2023</i>
Role context:	<p>Legacy Centenary Celebration</p> <p>The Legacy Torch Relay 2023</p> <p><i>Purpose and Intention for Flagship Event:</i></p> <ul style="list-style-type: none"> • Thank you to the past • We're still here in the present • We need you for the future. <p>Aim:</p> <ul style="list-style-type: none"> • Celebrating 100 years of Legacy • Increasing awareness of the Legacy brand • Connecting with the youth of today • Reconnecting with widows and beneficiaries • Building new relationships and gaining ongoing support for the future of Legacy. <p>The Legacy 100 Years Flagship Campaign will travel from the starting point in Pozieres (France 25th April 2023), then traveling to the City of London (England), prior to traveling to Perth (Australia) to start the Australian Tour and concluding in Melbourne (est. 15th Oct – Conference)</p>
Role purpose:	<p>Implement the Corporate Partnerships / Sponsorship strategy to confirm in-kind and cash investment for Legacy's Centenary Celebration.</p> <p>The primary aim is to seek long-term funding and mutual alignment, looking for opportunities to develop integrated corporate partners for Legacy. This may include revenue generated from sponsorship, cause-related marketing campaigns, shared value, fundraising, gifts in kind, workplace giving and community fundraising / employee engagement.</p>

<p>Summary</p>	<p>The role is an external facing role with strong relationship management, sales pipeline, and business development skills required.</p> <p>The role will seek new, high value business partnerships through prospecting and research, conducting due diligence, cultivating and soliciting corporate organisations, and closing of deals.</p> <p>Experience in corporate partnerships, commercial sponsorships, fundraising, and the not-for-profit sector highly regarded.</p>
<p>Key Responsibilities</p>	<p>Corporate Partnerships</p> <ul style="list-style-type: none"> • Manage and implement strategies and tactics to support the identification, engagement, cultivation, solicitation and recognition of corporate supporters, sponsors and partners • Build a pool of target prospects into pipeline opportunities • Leveraging Legacy’s existing networks and connections to build mutually rewarding partnership opportunities, both nationally and regionally. • Develop and present proposals to potential national corporate partners, including by face-to-face solicitation • Develop creative and compelling cases for support • Ensure maximum engagement and financial support, including all obligatory requirements from contracted and in-kind partners • Development of assets, packages, contracts, activations and recognition, in consultation with CEO, Perfect Events and Legacy Australia Inc. <p>Financial /Budget Management / Reporting</p> <ul style="list-style-type: none"> • Meet or exceed the financial targets set out and agreed • Manage and monitor the relevant budget, forecasting and prospect pipelines • Manage acquittal and update reports for partners <p>Stakeholder and Relationship Management</p> <ul style="list-style-type: none"> • Build, maintain and manage key external relationships, liaising with relevant people within the organisation at a senior level • Develop beneficial, strong relationships directly with key decision makers • Represent Perfect Events and Legacy Australia with professionalism <p>Team</p> <ul style="list-style-type: none"> • Work in a collaborative and respectful way, and contribute to team culture • Assist in other areas of the Legacy Centenary Celebration

Qualifications & Experience	<ul style="list-style-type: none">• Skills in fundraising and partnerships, customer service, business development and project, event or campaign management• Demonstrated success developing, securing and monitoring partnerships• Minimum 3 years' experience working with major corporate partners• Excellent people and relationship management skills, with an ability to work alongside a dynamic team and work at senior executive level (CEO, Marketing Director, Boards)• Experience in sponsorship, event management and partnerships• Commercial acumen• Creative thinking and problem-solving skills
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