

MELBOURNE INTERNATIONAL FILM FESTIVAL

POSITION DESCRIPTION

POSITION TITLE:	Partnerships Manager
REPORTS TO:	General Manager
DIRECT REPORTS:	Partnership Coordinator and Partnerships Intern
KEY INTERACTIONS:	Artistic Director, Industry Director, Finance Manager, Marketing and Communications Manager, Systems Manager, Publicity team and Operations Manager, all Consultants
ORGANISATION:	
Vision	Build an enlightened, engaged society through film
Mission	To bring to you the story of the world through curated and unforgettable screen experiences.
Core Values	Independence, High Performance, Inspiration, Creativity, Integrity, Good Governance

Established in 1952, the Melbourne International Film Festival (MIFF) is one of the longest running cultural events in Australia and is the largest and most significant screen event in the southern hemisphere.

An iconic Melbourne event, the festival takes place annually in the heart of the city with a travelling festival taking place in various Victorian towns in the months following the main festival.

MIFF showcases the best in current cinema from around the world as well as retrospectives, galas, tributes and discussion programs.

Since its inception, MIFF has been committed to local film, as Australia's largest showcase of new Australian cinema and most vocal champion of emerging and established local filmmaking talent.

MIFF's Industry program includes the Premiere Fund, investing in local film production and presenting World Premieres at the festival, as well as industry events 37°South Market & Accelerator for filmmakers, distributors, sales agents and financiers.

POSITION OVERVIEW:

The Partnerships Manager is a pivotal role responsible for fostering meaningful, mutually-beneficial partnerships, that are substantial and long-term and align with the goals and aspirations of the festival.

Reporting to the General Manager and managing a small partnerships team, this role is both strategic and hands-on in the implementation and delivery phase, covering areas as diverse as concept generation, networking, pitching and presentations, to securing deals, stakeholder management and project delivery. A high level of competency in partner acquisition and stewardship is essential for this role.

Please note, it is a requirement of the position that the post-holder is able to work, and do so in the MIFF office, in the months of May/June/July/August during which time no major annual leave will be approved.

Major Areas of responsibility:

<p>Partnerships & Advertising Budget</p>	<ul style="list-style-type: none"> • Responsible for developing and executing a strategic plan for achieving the annual partnerships and advertising budget, extending and growing existing relationships and identifying new partnership opportunities with appropriate brand alignment. • Prepare execution timeline for each festival year that outlines the planned activities aimed at achieving budget. • Responsible for managing the annual partnerships expense budget and executing all activities within the approved budget.
<p>In-Kind Partnerships</p>	<ul style="list-style-type: none"> • Work with Marketing and other MIFF departments to finalise renewals of in-kind partners, including but not limited to Media, Industry and Food and Film Partners, ensuring a dollar value is recorded for each agreement for reporting purposes.
<p>Partner Relations</p>	<ul style="list-style-type: none"> • Seek out new corporate partnerships which align with the festival vision and support the screening program. Do so in consultation with the General Manager and Artistic Director • Manage existing and new partner relationships by effectively delivering partner contracted benefits. • Generate and deliver activation plans and engagement strategies for each partner. • Provide timely and accurate delivery of all contractual partnership benefits for partners • Work closely with Marketing, Operations, Events and Programming to ensure all partner benefits are delivered efficiently and to a high standard, including, but not limited to advertising, venue signage, e-newsletters, website inclusions, on-site activations, ticket allocations and invitations. • Maintain records of all contact with partners. • Manage onsite partner requirements at festival venues. • Maintain regular contact and communication with partners and immediately inform the General Manager of any relationship difficulties or concerns together with recommended solutions, in order to ensure happy and healthy relationships are maintained. • Develop and execute events to engage and entertain Partners throughout the year including the Partnership Luncheon pre-festival, the Festive Screening and other opportunities as they arise.
<p>Planning, Sales, Administration and Reporting</p>	<ul style="list-style-type: none"> • Ensure the content and presentation of all partnerships and advertising approaches and proposals are of the highest standard. • Ensure all partnership and advertising proposals are fully costed and the internal requirements understood prior to final partner sign-off. • Prepare partnership contracts for approval by General Manager, seeking legal advice as needed. Maintain hard copy and electronic copies of all contracts and other pertinent information and correspondence. • Ensure Partnerships Coordinator records all contracted benefits accurately in the festival database and systems are in place to ensure that all benefits are delivered to the highest standard. • Prepare partner deliverable checklists for internal departments including Operations, Programming, Publicity and Marketing • Ensure the Partnerships expense budget is adhered to. • Prepare internal post-festival reports. • Assist the Marketing Manager in production of the post-festival report that is prepared for key stakeholders, sponsors and other partners, ensuring the report's content and presentation are of the highest standard.

	<ul style="list-style-type: none"> • Prepare other reports for Board meetings and Government partners as requested by the General Manager
Travelling Film Festival	<ul style="list-style-type: none"> • Deliver Partnership benefits for the Travelling Film Festival as appropriate.
Be a constructive member of the MIFF Team	<ul style="list-style-type: none"> • Contribute ideas for the overall festival plan in a collaborative manner where appropriate • Recruit and manage the Partnerships Coordinator and Partnerships Intern • Demonstrate a willingness to assist other staff when necessary, including developing skills to confidently represent the company and understand the importance of partnerships and their successful delivery • Contribute to a positive working environment • Consistently display respectful behaviour towards all volunteers, staff members, board and festival guests and partners. • Communicate any problems, delays, risks and concerns to the General Manager and other appropriate staff immediately, together with recommended solutions if and where possible • Maintain confidentiality of all MIFF information and intellectual property.

KEY PERFORMANCE INDICATORS:

- Achievement of annual partnership and advertising sales targets
- Delivery of in-kind partnerships that contribute budget relief
- Retention of existing partners
- Timely service delivery of contractual deliverables to all partners in line with client and department expectations and standards;
- Ability to build and maintain strong relationships with key internal and external stakeholders and suppliers.

KEY SELECTION CRITERIA:

- Proven track record in delivering high value partnerships
- Strong networking, presentation and communication skills alongside an ability to influence people and build rapport quickly
- Proactive, innovative, able to think analytically and identify and generate new opportunities
- Ability to work in a fast-paced festival environment, adjusting priorities as required while not compromising attention to detail
- Demonstrated capacity to work as an effective team member.
- Highly motivated and driven towards delivering exceptional client service and results.
- Demonstrated ability to meet deadlines, manage budgets and be highly organised
- Computer literate – Excel, PowerPoint and Word.
- Proven management ability and experience