

**RSPCA AUSTRALIA  
POSITION DESCRIPTION**

Position Title	National Partnerships Manager
Reports to	Executive Officer
Location	RSPCA Australia office, 6 Napier Close Deakin ACT
Status	The position is offered as full time, however part-time may be available
Contract term	Parental leave position for a minimum of period of 9-months but with the possibility of extension
Package	\$69,000 to \$83,000 for a full-time position (including superannuation)

The National Partnerships Manager's key responsibilities are focused on generating income for the RSPCA (or cost savings through provision of products/services in lieu of payment), ensuring RSPCA Australia meets its obligations set out in income generating and cost saving contracts, as well as maintaining relationships with corporate and private financial supporters, as well as RSPCA Societies.

**KEY RESPONSIBILITIES**

**Corporate sponsorships, licensing and merchandising**

1. Assess sponsorship, licensing and merchandising proposals and where appropriate negotiate new contracts
2. Manage contracts and relationships with national sponsors, licensees (including branded products, endorsements and cause related marketing initiatives) and merchandisers
3. Deal with public inquiries including complaints about RSPCA Australia sponsorships, endorsements, cause related marketing initiatives and branded products
4. Liaise with corporate partners regarding advertising opportunities that may be presented to the RSPCA
5. Liaise with corporate partners and RSPCA member Societies regarding promotional opportunities available via RSPCA owned channels such as events and communications
6. Respond to organisations that approach RSPCA Australia interested in workplace giving and provide ongoing liaison as required
7. Manage the use of the RSPCA brand by corporate sponsors, licensees and merchandisers

**Donations**

8. Monitor performance and provide input to the communications team regarding the website functionality of online donation page(s) including gift cards
9. Ensuring an appropriate level of response, thanks and ongoing communications to private and corporate one off and regular donors
10. Contributing to, from a donor care perspective, the implementation of a new CRM system for RSPCA Australia

**Member Societies**

11. Liaise with RSPCA Societies to ensure that corporate commitments are delivered through national events such as Million Paws Walk and Cup Cake Day
12. Facilitate the sharing of information and on-going communication between RSPCA Societies including through teleconferences and meetings as relevant
13. Provide the appropriate level of consultation with RSPCA Societies on potential corporate licensing and/or sponsorship opportunities
14. Facilitate RSPCA Australia's support of national fundraising activities conducted by RSPCA Societies for example Christmas and tax appeals, Million Paws Walk, Cup Cake Day
15. Respond to bequest and fundraising advertising opportunities including liaison with RSPCA Societies as relevant

*Other duties as directed*

RSPCA Australia

ABN 99 668 654 249  
ACN 163 614 668

P 02 6282 8300  
F 02 6282 8311  
E [rspca@rspca.org.au](mailto:rspca@rspca.org.au)  
W [rspca.org.au](http://rspca.org.au)

PO Box 265  
Deakin West ACT 2600



### WORK HEALTH AND SAFETY

The employee is responsible for taking care to protect their own health and safety and to avoid adversely affecting the health and safety of any other person. In particular, the employee is responsible for:

1. complying with relevant WHS policies and procedures
2. attending training and induction
3. complying with any reasonable instruction aimed at protecting health and safety in the workplace
4. using any equipment provided to protect health and safety
5. assisting in the identification of hazards, assessments of risks and implementation of risk control measures
6. keeping work areas in a safe condition
7. reporting any incident or hazard to their line manager
8. providing feedback on any matters which may affect WHS at RSPCA Australia

### Selection Criteria:

1. Tertiary qualifications or equivalent in marketing/corporate partnerships
2. Demonstrated experience in personally delivering and maintaining corporate licensing and/or sponsorship programs
3. Exceptional interpersonal skills, a skilled negotiator and listener who is comfortable talking with people from all walks of life
4. Experience facilitating information sharing and/or cooperative activities within a federation and/or membership based organisation
5. Demonstrable administration skills and the ability to prioritise and balance partner, member and supporter needs
6. Experience with CRM platforms
7. Self directed but working as part of a team
8. The ability to travel interstate occasionally

### EMPLOYMENT CONDITIONS

This is a parental leave position for an expected minimum period of 9 months but with the possibility of extension. Part-time or full-time can be negotiated. The position is available immediately.

### APPLICATIONS

Please email a copy of your CV along with a document addressing each of the selection criteria and a cover letter outlining how you fit the role to [rspca@rspca.org.au](mailto:rspca@rspca.org.au) with '*Confidential - National Partnerships Manager application*' in the subject line.

**Applications close: 9am (AEDST) Monday 9 July 2018**

For further information regarding this position, contact Jenny Hodges (02) 6282 8300