

# ADELAIDE FRINGE

<b>POSITION:</b>	Foundation Manager
<b>LOCATION:</b>	Adelaide Fringe
<b>START DATE:</b>	9 January 2023
<b>END DATE:</b>	30 June 2024
<b>EMPLOYMENT:</b>	1.0FTE full time, flexible
<b>SALARY:</b>	\$70,000 - \$75,000 per annum (pro rata), plus 10.50% superannuation

## ABOUT ADELAIDE FRINGE

Adelaide Fringe is an annual open-access arts festival run over four weeks and five weekends in Adelaide, South Australia during February and March. With free events, ground-breaking work, new talent, innovative thinking and original voices, we're for everyone. It is one of the largest, most popular and diverse arts festivals in Australia. Thousands of artists from around Australia and across the globe participate alongside home-grown talent, in art forms spanning cabaret, comedy, circus & physical theatre, dance, film, theatre, music, visual art and design.

The Adelaide Fringe Foundation is supported by a voluntary board, acting as a sub-committee of the Adelaide Fringe Board. The Adelaide Fringe Foundation raises money to distribute across four main initiatives within the Festival;

### The Community Fund

We believe in making the arts accessible to everyone, the community fund contributes to purchasing tickets in collaboration with a range of established not-for-profit organisations, schools, community groups and charities to attend Fringe, providing important and powerful arts experiences to disadvantaged community groups.

### Supporting First Nations Artists in Fringe

We support, recognise and celebrate the living culture of the First Nations Peoples. We provide grants to create opportunities for First Nations artists to present their work at Adelaide Fringe.

### Accessible Arts

We increase Accessibility including the development and distribution of Accessibility guides, and grants for artists to include Auslan interpreters and Audio description at events, regional participation, and increased accessibility services offered at registered Fringe venues including break out spaces and ticketing accessibility.

### Artist Fund

We encourage and assist Australian artists to produce works within the Adelaide Fringe through funding which alleviates the financial burdens of artists, by reducing risk in producing their work, delivering far reaching and career enhancing outcomes.

Adelaide Fringe supports flexible and accessible working arrangements for all. This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer. We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.

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## BENEFITS OF WORKING AT ADELAIDE FRINGE

- Employee Assistance Program
- 2 weeks bonus (post) festival leave for year round staff (this is additional to four weeks annual leave)
- Ongoing training opportunities
- Staff development days and opportunities
- An Adelaide Fringe Membership
- Flexible work environment
- An optional social calendar, including wine & cheese hours, netball, volleyball and running teams
- Study leave

## POSITION SUMMARY

The Foundation Manager's role is new to the organisation and will oversee key relationships with donors, organisations and various collaborators in order to build the Adelaide Fringe Foundations fundraising income. Key aims of the role are to maintain excellent relationships with existing donors and deliver on the strategy set out for Adelaide Fringe Foundation by Donor Republic. The position will be supported by Donor Republic in the first year with quarterly training opportunities and monthly check ins. This position will also be supported via a Fundraising Institute Australia membership and annual professional development opportunities. This is a relationship-based role requiring confidence to make cold calls and unsolicited approaches to prospective donors. This role is responsible for engaging with individual members of the public through a wide range of channels, including Face-to-Face, online, direct mail, telemarketing, and digital media.

Reporting to the Business Development Manager the role is responsible for delivering the Fundraising strategy for Adelaide Fringe, including the promotion of a range of major giving initiatives, Philanthropic Partnerships, the Artist Fund, Donors Circle and oversee the growth of the Adelaide Fringe Foundation. The Foundation Manager offers support to and is supported by the Business Development team, and will also work across projects with varied deliverables dependant on yearly activity. The role collaborates with all areas of Adelaide Fringe including closely with the marketing team on all campaigns and communications, the digital team on website developments, the events and production teams and the ticketing team.

Key Fundraising initiatives include;

- Annual giving day
- Regular giving campaigns
- Major gifts and bequests
- Mid-tier donations and campaigns (eg EOFY)
- Micro donations
- Donor Circle
- Foundations

## ORGANISATIONAL RELATIONSHIP

<b>Reports to:</b>	Business Development Manager
<b>Department:</b>	Programs and Development
<b>Subsection:</b>	Business Development
<b>Supervises:</b>	NIL



- Internal Liaisons:** Director and CEO, Adelaide Fringe Foundation Board, Executive Directorate, all Adelaide Fringe staff and departments.
- External Liaisons:** PR, social media, and marketing agencies, grant writers, donors, Philanthropy Australia, Fundraising Institute Australia, Donor Republic, other philanthropic organisations.

## KEY RESPONSIBILITIES

- Grow the Adelaide Fringe Donor Circle, with new acquisition as well as increasing current donor donation levels
- Be the central point of contact for the Adelaide Fringe Donor Circle, managing the communications calendar alongside the marketing team including thank yous, renewals, event invitations and campaign communications ensuring the broader Adelaide Fringe team are aware of stewardship requirements
- With support from the Adelaide Fringe Producer, deliver Donor Circle events that generate new donors, and build awareness of the Adelaide Fringe Foundation
- Collect and report on feedback from the Adelaide Fringe donors including an annual supporter survey
- Ensure Donor Circle details are kept up to date at all time in the Adelaide Fringe CRM
- Oversee the implementation of a regular giving strategy for micro donations
- Deliver the first annual Adelaide Fringe giving day as part of the fundraising strategy, and ensure it is an annual event
- Administrate the Adelaide Fringe Foundation Board, including but not limited to scheduling quarterly meetings, distributing papers and minutes ensuring actions are followed, support new board members and protocols
- Secure fundraising targets across all strategic areas and ensure budgets for income and expenditure are tracked, and reported on with increased targets, KPI's and strategic frameworks delivered annually
- Coordinate engaging grants and pitch documents for prospective philanthropic partners, foundations and grant submissions, with the support and guidance from external contractors (approx. 12 annually)
- Chair the internal fundraising working group, made up of staff from all departments
- Maintain the Adelaide Fringe grants register, for monthly reports to Adelaide Fringe executive team, and ensure all successful philanthropic grants are acquitted in a timely and accurate manner
- Implement the Adelaide Fringe major gifts and bequests strategy with guidance from the Executive Directorate and Donor Republic, ensuring major gifts and bequests are communicated across all Adelaide Fringe assets
- Manage all fundraising campaigns in collaboration with the marketing team and external marketing agencies, ensuring delivery in a timely manner and offer ideas and innovations on building our case for support and proposition to prospective donors
- Attend fundraising networking events and engagements both internal and external, representing Adelaide Fringe
- Manage the Adelaide Fringe Community Fund, including allocation of tickets to schools and charities who attend, and recruitment of potential not-for-profit organisations to collaborate with
- Deliver outcomes within the Foundation strategy, with consultation from Donor Republic
- Build and maintain effective working relationships and act with diplomacy and discretion when negotiating or dealing with sensitive and confidential issues
- Whilst this position description summarises the purpose of the job and lists its key tasks, it is not a definitive list of all the tasks to be undertaken. Tasks can vary from time to time at the discretion of your Manager. To deliver services effectively, a degree of flexibility is needed and the employee may be required to perform work not specifically referred to above

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## SPECIALIST KNOWLEDGE AND SKILLS

- Demonstrated experience in fundraising practices and donor relationships
- Knowledge of broad community attitudes particularly as they apply to the charity sector
- Ability to initiate, lead, plan, prioritise and organise work within a set timetable and in an environment of change and conflicting demands
- Skills in program/project management, including facilitation, planning, development, monitoring and evaluation
- Ability to liaise and work effectively across Fringe and with external agencies and community groups

## DESIRABLE CRITERIA

- You will be highly motivated with the drive to succeed and the ability to establish credibility and effectively network with internal and external clients and key industry contacts. Proven ability to negotiate and deliver income through philanthropy
- Outstanding communication skills both written and verbal with the ability to liaise, interact and communicate effectively and easily with a broad range of people, both internal and external to the organisation, in a professional and ethical manner
- Demonstrable interpersonal skills and a proven ability to develop genuine long-term relationships with a wide range of stakeholders, via email, telephone and in person
- Advocacy skills and experience would be highly desirable
- Willingness to think creatively, problem solve, plan ahead, and manage competing priorities

## PERSONAL ATTRIBUTES

- Passionate, articulate and knowledgeable
- Innovative thinker with the ability to translate ideas into actions
- High level of attention to detail
- Self-reliant and self-motivated
- High level of organisational planning and problem solving skills
- Ability to cope with high pressure situations and competing deadlines
- Patient, amiable and good humoured

## VALUES

It is required by all staff to embrace the Adelaide Fringe values:

- Creative
- Adaptive
- Persistent
- Collaborative
- Passionate

## MANIFESTO

It is required by all staff to embrace the Adelaide Fringe Manifesto:

1. We believe in challenging artists to be brave and audiences to be braver. Be brave with us.
2. We believe that we can inspire audiences to take risks, be inspired and DO IT AGAIN!
3. We believe in collaboration and that we can only push creative boundaries and innovate if we work together.
4. We are committed to cultural diversity, inclusivity, acceptance and continuously educating ourselves and others.

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5. We believe in the cultural, social and economic force of the Fringe and the Arts.
6. We believe the Fringe is an important driver for South Australia – it drives outcomes for artists, venues, communities, businesses and the state.
7. We are committed to delivering a Fringe that offers the best possible experience to artists, venues and audiences.
8. We believe in the WOW! ... a festival should transform a place and can transform your mind.
9. We are committed to minimising our impact on the environment and maximising our social impact on peoples' lives.
10. We listen and we are committed to continuous improvement.

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