

JOB DESCRIPTION - PARTNERSHIP AND SPONSORSHIP MANAGER

Based in Redfern, Sydney

4 to 5 days a week

About the role

The Walkley Foundation is a highly respected not-for-profit organisation committed to excellence in journalism. Australia's premier journalism awards, the annual Walkley Awards (established in 1956), are among the many awards and programs we run. The Foundation also oversees the John B. Fairfax Family Young Journalist of the Year Awards, administers state media awards, on behalf of MEAA, and manages a number of industry-focussed third-party awards and grants including the Sean Dorney Grant for Pacific Journalism, the Our Watch Award for Excellence in Reporting on Violence Against Women, and the Meta News Fund. The Foundation has recently expanded its focus on professional development for journalism through tailored training, webinars, and industry events and panels.

The Partnership and Sponsorship Manager will be charged with expanding and managing support for the Walkley Foundation, working with a committed and focused boutique team. This is a frontline responsibility for a hands-on fundraiser with exceptional contacts and the ability to secure sponsorship by explaining our mission and its importance.

The role of public interest journalism is of crucial importance today. The Walkley Foundation is the leading organisation in Australia committed to ensuring the highest standards at a time when journalists and news organisations are being challenged by a multitude of issues. The media landscape and consumer habits are changing against a destabilising backdrop of misinformation, disinformation, cries of fake news and the rise of AI. As an independent foundation working with all the media organisations in Australia, the role of the Walkley Foundation is more important than ever.

The Walkley Foundation has long been supported by many of Australia's leading companies who recognise the importance of excellence in public interest journalism. It is the role of the Partnership and Sponsorship Manager to manage these relationships and to secure additional funding for our work.

The successful applicant will have a passion for journalism and 5 + years experience in a senior Sponsorship or Corporate Engagement role in the news media, the arts, education or a related industry. They will be a clear communicator who can confidently advocate for Australian journalism, journalists and the Walkley Foundation in a role that will support the Australian media sector.

They will be a strategic thinker and ideas person, with excellent contacts in the corporate and media world, and a proven track record in developing ongoing sponsorship partnerships and reaching revenue targets. A budget-minded focus is essential as are financial and business-management skills.

For more information on the Walkley Foundation - www.walkleys.com

Purpose of the Role

Reporting to the Chief Financial Officer, the Partnership and Sponsorship Manager will have strategic and operational responsibility for expanding and maintaining the Walkley Foundation's relationships with corporate sponsors and media organisations. Their funding underpins the administration of awards and training programs and ensures the foundation can maximise its impact and underpin activities that enhance quality journalism at a time when the media and the world are in a state of flux. They will develop and act on the clear message that supporting the Walkley Foundation is important.

As part of a small team, they will work closely with other senior staff who administer the country's leading journalism awards programs, develop tailored professional development programs and a raft of communications aimed at enhancing knowledge. They will play an active part in events management and care of corporate sponsors at the annual Walkley Awards gala dinner and the Mid-Year Celebration of Journalism. They will be responsible for the primary relationship with Corporate Sponsors and Partners.

Key Responsibilities

- Develop a three-year plan for financial growth, via corporate sponsorship in association with the CEO and CFO.
- Develop a sponsorship plan in association with the CEO and CFO and the board of directors, ensuring alignment with strategic objectives.
- Secure an immediate pipeline of appropriate new sponsors and partners and link them with relevant programs and awards.
- Ensure budget targets are met.
- Maintain strong relationships with our existing highly valued corporate partners and sponsors.
- Develop partnerships with government and educational institutions.
- Work with other members of the team to build new opportunities.
- Advocate for journalism and journalists and share this passion with our partners.
- Develop a keen understanding of industry issues, trends and developments.
- Position the Walkley Foundation as a first port of call for organisations with a commitment to public interest journalism, ethical reporting, social justice and political integrity.
- Manage the business, the contractual and the relationship aspects of corporate partnerships.
- Risk manage issues related to sponsors with full visibility of the CEO and board.
- Manage high-level partner events with networking as required.
- High-level financial competency including the tracking and monitoring of the sponsor-Foundation relationship at all stages of engagement.
- Clear reporting to the CEO, the CFO and the board about the achievement of current financial targets.
- Budgeting for forward years in association with the CEO and the CFO.
- Exceptional skills in numeracy and literacy.
- Strong public speaking and verbal presentation skills.
- Event management experience.
- A sponsor and partner-centric approach who ensures that engagement with the foundation is a positive experience.

- A team player and self-starter who can work closely with colleagues in a boutique and lively workspace.
- Ability to work a flexible schedule which may include occasional evenings and interstate travel.

Please apply to barbara.blackman@walkleys.com by COB Monday 13 May.

The Walkley Foundation welcomes candidates from all backgrounds and encourages applications from people of all ages and diverse gender, sexual orientation, cultural and linguistic backgrounds, Aboriginal and Torres Strait Islander background people with a disability and those with caring and family responsibilities.

The Walkley Foundation offers workplace flexibility but the successful applicant will be expected to work some of their time in the Redfern office as agreed by the CEO.