

QMF: QLD MUSIC TRAILS

Position Description

Position	Commercial Partnerships and Development Manager	Department	Tourism, Government and Commercial
Company	Queensland Music Festival	Location	5/144 Montague Road, West End, 4101
Reports to	General Manager, Tourism, Government and Commercial	Direct reports	Commercial Partnerships Manager
Status	Permanent, full-time	Award	Non-award

Background

QMF is a pioneering music and cultural tourism agency dedicated to harnessing the transformative power of music for building stronger communities and a brighter future. Celebrating over 20 years of community transformation, QMF is at the forefront of driving social change through music. Originating as a state-wide biennial festival, we have evolved into an incubator for innovative music, cultural, and social programs. Our signature initiative, QLD Music Trails, pioneers music and cultural tourism by curating unforgettable experiences where renowned artists perform in breathtaking Queensland locations. We create a journey where music transcends boundaries, connecting people to their heritage and each other, as we embark on extraordinary adventures through the heart of Queensland's diverse landscapes

Purpose

To engage communities throughout Queensland in collaborative processes of social, economic, and cultural development that draw on the unique power of music to create measurable outcomes.

- To elevate the cultural identity of Queensland through the co-creation of iconic, placemaking music events across the State.
- To facilitate collaboration between relevant arts sector organisations and
- Individuals to deliver our objectives in a manner that is high-quality, cost-effective and aligned to community aspirations

Vision

QMF will be an essential part of Queensland's cultural and tourism ecosystems, co-Curating and delivering enduring and impactful experiences for locals and visitors.

Mission

To contribute to the vitality of Queensland through iconic music and cultural experiences that amplify our State's diverse identity and cultivate connection to our distinct places

Values

Integrity	We do the right thing.
Tenacity	As collaborators, we accept the challenges of leading from the front.
Distinctiveness	We are trailblazers and we're inspiring everyone to join us.
Unity	We all rise together. We empower each other to reach our potential.

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Position Purpose

The Commercial Partnerships and Development Manager is a strategic leadership role pivotal to QMF's growth trajectory. Reporting to the General Manager, Tourism, Government and Commercial, this position spearheads the formulation and execution of fundraising strategies while nurturing fruitful relationships with stakeholders, donors, and corporate entities.

Responsibilities

Area	Responsibilities	Measures
Strategy Development	<ul style="list-style-type: none"> Formulate comprehensive fundraising and corporate partnerships plans aligned with organisational strategy and objectives. Innovate and adapt strategies to optimise philanthropic fund attraction and development. 	<ul style="list-style-type: none"> Percentage increase in philanthropic fund attraction compared to previous periods. Number of new corporate partnerships secured as a result of strategic initiatives.
Donor Relations	<ul style="list-style-type: none"> Cultivate and steward relationships with donors and foundations, ensuring alignment with QMF's mission and objectives. Oversee reporting requirements to maintain transparency and accountability. 	<ul style="list-style-type: none"> Donor retention rate, measured by the percentage of donors who continue to contribute over time. Average donation size, indicating the effectiveness of relationship cultivation efforts.
Proposal Development	<ul style="list-style-type: none"> Conduct thorough research to identify funding opportunities from foundations and commercial partners and develop compelling proposals. Lead the writing, submission, and management of proposals, ensuring alignment with organisational priorities 	<ul style="list-style-type: none"> Success rate of proposals submitted, measured by the percentage of proposals leading to funding or partnership agreements. Time taken from proposal submission to funding confirmation, demonstrating efficiency and effectiveness in the process.
Targeting	<ul style="list-style-type: none"> Identify and evaluate potential corporate partners aligned with QMF's Trail goals and objectives. Develop targeted approaches to engage prospective partners, fostering mutually beneficial relationships. 	<ul style="list-style-type: none"> Number of qualified leads generated from targeted corporate partner identification efforts. Conversion rate of leads into new corporate partnerships, indicating the effectiveness of targeting strategies.
Relationship Management	<ul style="list-style-type: none"> Nurture existing partnerships, fostering trust and engagement through proactive communication and personalised initiatives. 	<ul style="list-style-type: none"> Partner satisfaction scores based on periodic surveys or feedback mechanisms.

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Area	Responsibilities	Measures
	<ul style="list-style-type: none"> Continuously assess partner needs and adapt strategies to enhance satisfaction and retention. 	<ul style="list-style-type: none"> Percentage increase in partner engagement activities or initiatives compared to previous periods.
Revenue growth	<ul style="list-style-type: none"> Drive revenue growth through the acquisition of new partnerships and the optimisation of existing ones. Develop creative strategies to maximise partner contributions and investment in QMF initiatives. 	<ul style="list-style-type: none"> Percentage increase in revenue generated from new partnerships compared to previous periods. Return on Investment (ROI) of partnership activities, measured by the ratio of revenue generated to investment made.
Contract management	<ul style="list-style-type: none"> Monitor and track the delivery and performance of partnerships, ensuring alignment with contractual obligations. Proactively address any issues or discrepancies to maintain strong partner relations. 	<ul style="list-style-type: none"> Timeliness of partnership deliverables, measured by adherence to agreed-upon timelines and milestones. Percentage of partnerships renewed or extended, indicating successful contract management and partner satisfaction.
Reporting	<ul style="list-style-type: none"> Provide regular, detailed reports on fundraising achievements, activities, and impact to internal stakeholders and partners. Utilise data and insights to inform strategic decisions and optimise fundraising efforts. 	<ul style="list-style-type: none"> Accuracy and completeness of fundraising activity reports, measured by internal audit or review processes. Impact of fundraising efforts, measured by the achievement of fundraising targets and the contribution to overall organisational goals.
Organisational requirements	<ul style="list-style-type: none"> Role model QMF values and demonstrate professional standards and ethical behaviour. Comply with QMF policies and procedures, including Workplace, Health and Safety directives and practices and Employee Code of Conduct. Maintain an environment that is respectful and inclusive, and free from harassment, discrimination, and bullying. 	<ul style="list-style-type: none"> Consistent demonstration of QMF values and ethical behaviour, as assessed through feedback and evaluations. Uphold professional standards and embody organisational values in all actions and interactions.

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Selection Criteria

Education/Certification/Essentials

- Undergraduate degree in Business Administration, Marketing, Arts Management, or a related field.
- Post-graduate in fundraising, nonprofit management, or business development (desirable).

Job Knowledge/Ability

- At least 5 years of progressively responsible experience in fundraising, corporate partnerships, or business development roles, preferably within the arts, cultural, or nonprofit sectors.
- Demonstrated success in developing and implementing fundraising strategies, securing corporate sponsorships, and achieving revenue targets.
- Experience in philanthropic fund attraction and strategy development, with a track record of cultivating relationships with donors and foundations.
- Previous experience in managing a team and leading strategic initiatives, preferably in a similar organisational context.

Competencies

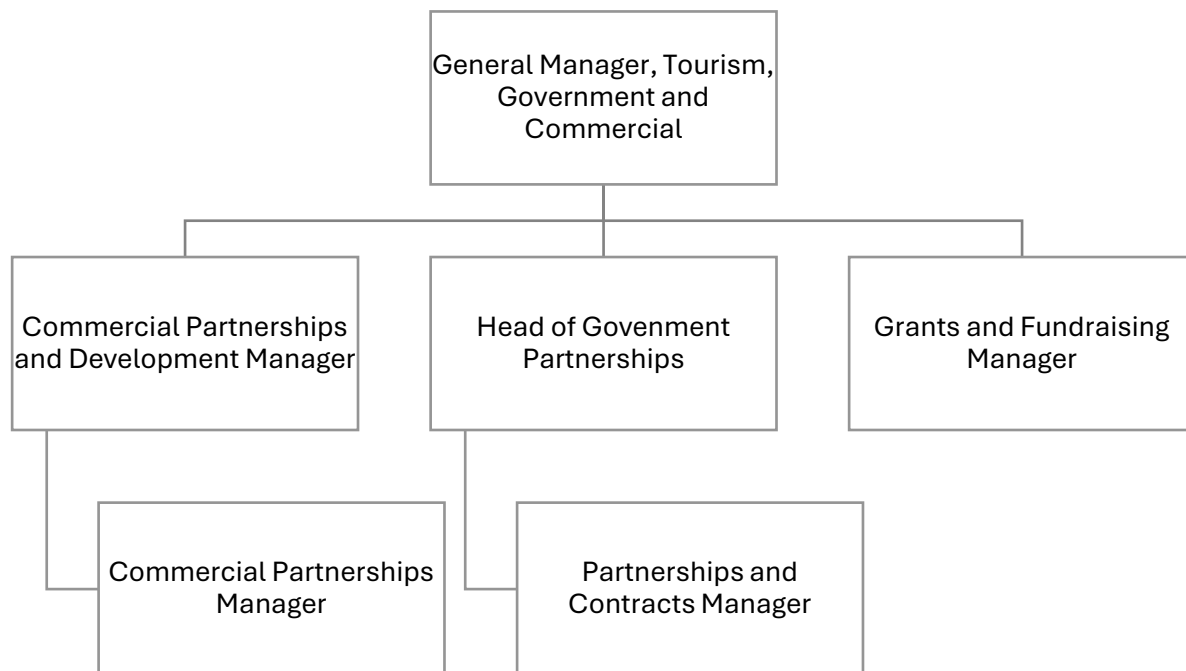
- Excellent communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels, both internally and externally.
- Strong negotiation skills and business acumen, with the ability to identify and capitalise on revenue opportunities.
- Strategic thinking and problem-solving abilities, coupled with a results-oriented mindset.
- Proficiency in data analysis and reporting, with the ability to utilise data to drive decision-making and measure performance.
- High level of organisational and project management skills, with the ability to prioritise and manage multiple tasks effectively.

Personal Attributes

- Passion for the arts and a commitment to the mission and values of the Qld Music Festival.
- Ethical integrity and a strong sense of professionalism, with a commitment to upholding the highest standards of conduct.
- Leadership qualities, including the ability to inspire and motivate teams, foster collaboration, and drive results.
- Adaptability and resilience, with the ability to thrive in a dynamic and fast-paced environment.
- Cultural competence and a commitment to diversity, equity, and inclusion principles.
- Creative thinking and innovation, with a willingness to explore new approaches and initiatives.

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Reporting Relationships



Key Stakeholders

Internal	External
Tourism, Government and Commercial team	Aboriginal and Torres Strait Islander communities
Community and Impact team	Arts and Cultural Sector
Marketing and Communications team	Tourism Sector
Programming, Commercial and Technical/Logistics Team	Government (Local)
	Regional communities
	Non-Government Organisations (community organisations)
	Vendors, suppliers
	Contractors, sub-contractors

Approval and review

Version 2	28 June 2024
Approval	Chief Executive Officer
Review	July 2025