



**ACT**  
Government

Chief Minister, Treasury and  
Economic Development

## POSITION DESCRIPTION

**Directorate:** Chief Minister, Treasury and  
Economic Development

**Division:** Economic Development

**Business Unit:** Events ACT

**Position Title:** Senior Sponsorship and  
Partnership Officer

**Position Number:** P52877

**Classification:** ASO 6

**Location:** Canberra City

**Last Reviewed:** March 2024

## DIRECTORATE OVERVIEW

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The Chief Minister, Treasury and Economic Development Directorate leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations.

The Directorate facilitates the implementation of government priorities, drives initiatives and leads the strategic direction for the ACT Public Service, to ensure that it is well positioned to perform its role.

## DIVISION OVERVIEW

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Economic Development's mission is to improve the liveability and productivity of the city. Working in collaboration with business, education institutions and industry partners, we:

Develop and grow emerging enterprises, entrepreneurs and sectors to expand our economic base, provide local jobs and grow our export capability.

Promote Canberra to the region, the nation and the world to attract visitation, business investment and students.

Nurture grass roots sports and elite athletes and mould our reputation as a centre of regional sporting excellence.

Produce major events for our city and manage significant arts, sports and event infrastructure.

Grow our arts ecology so that it is valued locally, nationally and globally as one that underpins our city's liveability.

Provide higher and vocational education accessible to all to increase skills of workers, provide better employment outcomes for business and identify future training requirements to develop the ACT economy.

## **BUSINESS UNIT OVERVIEW**

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Events ACT is responsible for coordinating, managing and delivering a range of events that are important to the city and the community, including:

- Floriade and Floriade NightFest
- Canberra Nara Candle Festival
- New Year's Eve
- Australia Day
- Enlighten Festival
- Canberra Balloon Spectacular
- Symphony in the Park
- Lights! Canberra! Action!
- Canberra Day
- Windows to the World (biennial)

Events ACT also provides advice and support to the events and festival sector and provides coordination and facilitation to external events that have a direct impact on government infrastructure and directorate operations. Events ACT also administer the ACT Event Fund.

The Australian Capital Territory Public Service (ACTPS) is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration and innovation, and the additional values of Events ACT, as well demonstrate the related signature behaviours.

### **Events ACT Values:**

#### **Growth happens a little bit, every day, over time, with help.**

We are always looking for ways to improve – to evolve our events; to give our attendees new experiences; to ensure our industry thrives; to better ourselves. We work best and grow as a team when we help each other and ask for help.

- We are supported to test and try new things.
- We encourage individualised learning.
- We feel heard and valued.

#### **Our business is engagement, so we bring the fun!**

Our work is complex and serious, but it is also colourful and full of life. We are intentional about creating joy in our demanding day-to-day roles because our enjoyment seeps into the work that we do and is felt by our community, partners and attendees.

- Divergent and daring thinkers thrive here.
- Work-life balance is key to our energy and sustainability.
- We celebrate our work and people genuinely and regularly.

### **We make memorable experiences happen on time, all year round.**

We're ambitious and we strive for best practice. We're also realists who get the job done.

- We act for the greater good of our community.
- We succeed and solve problems together.
- We take pride in the work we do.

### **As connection creators, we start with clarity and trust.**

We design, support and promote events for people to share and for audiences to take in. We bring these same qualities into our everyday interactions – imparting knowledge, paying attention and respecting each other.

- We are honest and credible.
- We share freely because we know the team has our back.
- We make time for each other.

## **POSITION OVERVIEW: WHAT YOU WILL DO**

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Reporting to the Director, Commercial and Procurement, Events ACT the Senior Sponsorships and Partnerships Officer is required to undertake the following duties:

- Develop and manage a strategic plan for sponsorships and partnerships across all Event ACT assets.
- Under the direction of the Director, identify, secure and maintain sponsors, partners and commercial opportunities for Events ACT.
- Negotiate, manage and coordinate sponsorship and partnership contracts and contracted deliverables – ensuring all agreements are in compliant with relevant ACT Government requirements and legislation.
- Develop and execute high quality sponsorship activations and partnerships that complement and contribute to the successful presentation and delivery of major anchor events and community events managed by Events ACT.
- In consultation with senior management, develop, oversee and manage reporting procedures on all sponsorship and partnership related matters.
- Collaborate with the Events ACT Marketing team to develop marketing strategies to attract sponsors and promote the event to attendees.
- Prepare financial reports and provide financial analysis for each event.
- Prepare and manage post-event evaluation reports including gathering feedback from stakeholders and identify areas of opportunity and improvement.
- Develop and maintain positive relationships with key stakeholders, sponsors and partners of Events ACT.
- Work collaboratively with all teams and areas of Events ACT to foster a cohesive and collaborative culture.
- Other duties to support the broader Events ACT team as required
- This position may involve direct supervision of staff.

## **SELECTION CRITERIA**

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### **Professional / Technical Skills and Knowledge**

1. Demonstrated experience in proactively sourcing sponsorship opportunities and the production and delivery of high-quality sponsorship and partnership strategies and plans, proposals and pitches.
2. Understanding of the local and national events industry and insight into commercial practices within this context.
3. Proven high level commercial and negotiation skills and demonstrated experience in sales and relationship management.
4. Highly developed written and oral communication skills (including extensive experience with the Microsoft office suite of products, various project management software and other communication tools) with the ability to communicate professionally with a wide range of internal and external stakeholders.

## **Behavioural Capabilities**

5. Demonstrated experience operating in high-pressure environments with the ability to problem-solve in a fast-paced setting and quickly adapt to changing priorities with a positive, team focussed approach.
6. A record of proactive contribution to improving business results through innovative approaches.

## **QUALIFICATIONS/ REQUIREMENTS**

### **Desirable**

- A minimum of three years' experience in areas such as sponsorship, sales, partnership and relationship management and stakeholder experience.
- Sound knowledge and understanding of the local and national sponsorship market and the events industry.
- A qualification in marketing, advertising, PR, communications or related discipline is highly desirable
- Current Australian driver's license
- Flexibility to work weekends, public holidays and evenings on occasion and during key event periods.

Further information on working at CMTEDD can be found at:

[http://www.jobs.act.gov.au/data/assets/pdf\\_file/0010/839467/Working-in-CMTEDD.pdf](http://www.jobs.act.gov.au/data/assets/pdf_file/0010/839467/Working-in-CMTEDD.pdf)

## WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Senior Sponsorships and Partnerships Officer and indicates how frequently each of these requirements would be performed. Please note that CMTEDD is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

| ADMINISTRATIVE              | FREQUENCY    |
|-----------------------------|--------------|
| Telephone use               | Frequently   |
| General computer use        | Frequently   |
| Extensive keying/data entry | Frequently   |
| Graphical/analytical based  | Frequently   |
| Sitting at a desk           | Frequently   |
| Standing for long periods   | Occasionally |
| Designated workstation      | Never        |

| STANDARD HOURS   | FREQUENCY    |
|--|--------------|
| Flexible working hours (access to flex time)   | Frequently   |
| Fixed or specified start/finish times  | Occasionally |
| Expected to work extensive hours over a significant period due to the nature of the duties | Never        |
| Access to Accrued Days Off (ADO's)   | Never        |
| Peaks and troughs  | Occasionally |
| Frequent overtime  | Occasionally |
| Rostered shift work  | Occasionally |

| SOCIAL DEMANDS  | FREQUENCY    |
|---|--------------|
| Work with others towards shared goals in a team environment | Frequently   |
| Work in isolation from other staff (remote supervision)     | Occasionally |
| Working in a call centre environment                        | Never        |
| Working directly with the public                            | Occasionally |

| PHYSICAL DEMANDS   | FREQUENCY    |
|--|--------------|
| Distance walking (large buildings or inter-building transit) | Occasionally |
| Working outdoors   | Occasionally |

| MANUAL HANDLING   | FREQUENCY    |
|---|--------------|
| Lifting 0 – 5kg   | Occasionally |
| Lifting 5 – 10kg  | Occasionally |
| Lifting 10kg+   | Occasionally |
| Climbing  | Never        |
| Reaching  | Occasionally |
| Bending/squatting   | Occasionally |
| Push/pull   | Occasionally |
| Sequential repetitive movements in a short amount of time | Never        |

| <b>TRAVEL</b>                         | <b>FREQUENCY</b> |
|---------------------------------------|------------------|
| Frequent travel – multiple work sites | Occasionally     |
| Frequent travel – driving             | Occasionally     |
| Frequent travel – interstate          | Occasionally     |

| <b>SPECIFIC HAZARDS</b>                           | <b>FREQUENCY</b> |
|---|------------------|
| Working at heights                                | Never            |
| Exposure to extreme temperatures                  | Never            |
| Operation of heavy machinery e.g. forklift        | Never            |
| Confined spaces                                   | Never            |
| Excessive noise                                   | Never            |
| Low lighting                                      | Occasionally     |
| Handling of dangerous goods/equipment             | Never            |
| Working with asbestos                             | Never            |
| Potential to encounter agitated customers         | Occasionally     |
| Exposure to potentially distressing case material | Never            |

| <b>OTHER</b>                                 | <b>FREQUENCY</b> |
|--|------------------|
| Uniform required                             | Occasionally     |
| Personal Protective Equipment (PPE) required | Occasionally     |