

ADELAIDE FESTIVAL AF

LEGACY GIVING PROJECT MANAGER



Adelaide Festival 2025. Image © Morgan Sette

t +61 (08) 8216 4444
f +61 (08) 8216 4455
info@adelaidefestival.com.au

Level 9, 33 King William Street
PO BOX 8221 Station Arcade
Adelaide SA 5000

adelaidefestival.com.au
ABN 70 858 334 347



POSITION DESCRIPTION

DECEMBER 2025

ABOUT US

Taking place on the traditional land of the Kaurna Nation of the Adelaide Plains, Adelaide Festival is Australia's International Festival.

For 65 years we have been the nation's major cultural drawcard, attracting many thousands of visitors annually: all making a pilgrimage to experience the finest international and national artistic endeavours. No other Australian festival has the capacity to present a program of works which can include epic international dance, opera, theatre and music.

Adelaide Festival is internationally recognised as Australia's pre-eminent arts festival. Alongside Edinburgh and Avignon Festivals, Adelaide Festival is cited as one of the top festivals in the world - providing audiences with the chance to see the most original and acclaimed artists working in the world today.

Our curated program includes Australia's largest, and only free, literary festival – Adelaide Writers' Week alongside a cross-section of theatre, opera, music, dance and visual art from artists of all backgrounds and cultures. Inclusivity, creativity, sustainability, trust and celebration drive our passion for delivering Adelaide Festival and Adelaide Writers' Week.

Since 1960, Adelaide Festival has also stood at the helm of artistic innovation, commissioning and championing groundbreaking new works and presenting them alongside the greatest established companies and artists.

ABOUT THE ROLE

We are excited to introduce a newly created role that will play a pivotal part in shaping the future of philanthropy at the Adelaide Festival. As Legacy Giving Project Manager, you will lead the development and implementation of a comprehensive legacy giving plan in collaboration with our Head of Philanthropy. This role offers a unique chance to engage our community, strengthen supporter loyalty, and drive initiatives that ensure the Adelaide Festival's long-term sustainability.

In this role, you will manage a diverse portfolio of activities, from refining our case for support and creating compelling collateral, to developing targeted campaigns and helping Adelaide Festival to nurture relationships with prospective bequestors. You will collaborate with ambassadors, wealth advisors, and estate professionals to implement referral strategies, while monitoring progress through clear KPIs and budget management. Your work will directly contribute to strengthening the Adelaide Festival's position as a cornerstone of Australia's arts sector.



KEY RESPONSIBILITIES

Together with the Head of Philanthropy, finalise and commence implementation of a legacy giving development plan in support of Foundation Adelaide Festival (FAF). This will include, but is not limited to, the following activities:

- Reviewing and updating the case for support and collateral for legacy giving to FAF
- Working with the Philanthropy team and other departments to maximise Adelaide Festival communications, collateral and website to highlight legacy giving and generate enquiries
- Developing and implementing activities that build loyalty to Adelaide Festival amongst confirmed and prospective bequestors
- Identifying legacy giving ambassadors; interviewing ambassadors to create testimonials about legacy giving
- Identifying a priority list of legacy giving prospects. This will include Adelaide Festival archival research, analysis of data using AF's CRM Tessitura, and consulting with other relevant sources of information (for example, past AF staff and directors).
- Developing and executing a legacy giving campaign to engage identified prospects. This may include direct mail, specific campaign events, and 1-2-1 engagement involving Head of Philanthropy and other executive / board members
- Follow up enquiries generated from legacy giving campaign
- Activate referral strategies involving wealth advisors, estate lawyers, and other relevant ambassadors for legacy giving to Foundation Adelaide Festival
- Establishing and reporting against KPIs to evaluate progress of the legacy giving development plan
- Managing a project budget

SELECTION CRITERIA

- A genuine interest in people and authentic curiosity of their interests & motivations
- An engaging, trustworthy and professional demeanor
- Proven experience in developing and nurturing sound, mutually beneficial relationships both internally and externally
- Proven experience in developing and implementing successful philanthropy, marketing or membership acquisition and engagement campaigns to reach targets
- A strong understanding of customer service principles as they apply to philanthropy, and an ability to manage expectations, yet exceed them appropriately
- Strong administrative skills and organisation, with high attention to detail and accuracy
- Strong writing skills and excellent presentation and interpersonal skills
- Ability to manage time effectively in a fast-paced work environment, and to meet deadlines
- Demonstrated ability to think strategically, and communicate ideas effectively as a team player
- Creative flair while operating within limited budget parameters
- Proven ability to use, manipulate & manage databases & CRM systems, ideally Tessitura
- Sound knowledge of and high-level experience using Microsoft Office programs
- Knowledge of Privacy legislation and ethical considerations relating to fundraising
- Knowledge of and familiarity with the Adelaide Festival and its position within the Australian arts sector is desirable



HOW TO APPLY

Option 1: Apply via Seek

Option 2: Apply via email - please submit the following documents to hello@adelaidefestival.com.au.

- **Subject line:** Application for Legacy Giving Project Manager
- **A tailored cover letter:** Clearly outlining your suitability for the role and your interest in working with us
- **A current resume:** Including the names and contact details for a **minimum of two professional referees** -
We will not contact referees without the applicant's permission

Please note that during the festival delivery period, out of hours and weekend work will be required.