

ADELAIDE FESTIVAL **AF**

PARTNERSHIPS EXECUTIVE



Adelaide Festival 2025. Image © Morgan Sette

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POSITION DESCRIPTION

APRIL 2026

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.

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

This is a full-time fixed term contract ending on 31 August 2028

The Partnerships Executive is a full-time role reporting to the Head of Partnerships and is responsible for the day-to-day delivery of Adelaide Festival's sponsorship relationships. The position acts as the primary contact for sponsors, ensuring strong professional relationships, consistent communication and the effective delivery of all contractual benefits. The role contributes to partnership renewal and growth through a service excellence mindset and a proactive, solutions focused approach.

Working closely with internal teams across Marketing, Programming, Production, Philanthropy, CX and the Executive Office, the Partnerships Executive coordinates integrated sponsorship activations and engagement opportunities. The role is hands on and includes leading on-site delivery at Festival and sponsor events, coordinating stakeholders, managing logistics and hosting sponsors and VIPs at launches and key events. The role also provides oversight of a Partnerships Coordinator to support ticketing, packs and administrative activity.

The role supports business development activity through proposal preparation, prospect research, sponsor reporting and post Festival evaluations. Strong administrative and financial capability is essential, including contract management, invoicing, budget tracking and accurate CRM management using Tessitura.

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SELECTION CRITERIA

- Proven ability to manage sponsor relationships as the day-to-day contact, with a service-excellence mindset that drives renewals and growth.
- Demonstrated business development capability, including prospecting, preparing persuasive proposals/applications, and identifying upsell/extension opportunities.
- Creative thinking to design and deliver integrated partnership activations that add value for the Festival, sponsors and audiences.
- Strong end-to-end event coordination and confident on-site leadership (setup/pack-down, stakeholder coordination, real-time issue resolution).
- Skilled VIP hosting and stakeholder engagement at launches, opening nights and key events, ensuring experiences align with the Adelaide Festival brand.
- Supplier/venue/caterer management and sound logistics, including beverage stock oversight and distribution.
- Contract literacy and diligence in delivering sponsor benefits; able to track entitlements, monitor spend vs agreements and meet/exceed obligations.
- Financial accuracy and administrative reliability across invoicing, purchase orders, budget updates, acquittals and on-time reporting.
- CRM and data stewardship (Tessitura) with impeccable record-keeping, including stakeholder/contract data, surveys, evaluations and sponsor reports.
- High-quality written communication for proposals, stakeholder briefs, invitations (Wordfly), event materials and executive speech notes.
- Excellent organisation and prioritisation skills across multiple concurrent projects and deadlines, with proficiency in Prepared, Outlook Events Calendar and Microsoft Teams.
- Collaborative, team-oriented approach with the ability to oversee and delegate to a coordinator on packs, ticketing and administrative tasks.

KEY RESPONSIBILITIES

Business Development & Account Relationship Management

- Work with the Head of Partnerships to develop and grow relationships with sponsors to generate income
- Day-to-day engagement with existing sponsors to develop and maintain strong relationships.
- Continually review objectives and identify new opportunities to enhance the sponsorship proposition and deliver exceptional customer service
- Support the Head of Partnerships to prepare new business proposals and sponsorship applications
- In consultation with the AF Marketing team, prepare materials for distribution to current and potential sponsors
- Conceptualize and execute creative activations and integrated leveraging activity that benefits the Festival, the sponsors, and our audiences.
- Liaise with relevant internal departments in the development of concepts
- Regularly attend networking sessions and continually research both existing and potential new sponsors that result in sponsorship extension opportunities and new leads
- Conduct post festival sponsorship surveys and evaluations and coordinate sponsor reports and acquittals within a timely manner

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Finance, Administration & Reporting

- Support the achievement of financial income targets across the Sponsorship program
- Manage sponsor contracts in consultation with Head of Partnerships
- Monitor contract arrangements to ensure expenses and spend are consistent with contractual agreements
- Ensure sponsor invoicing is completed on time, raise purchase orders, and update expenditure budget associated with sponsor benefits and engagement
- Ensure Tessitura database is maintained, up to date, and accurate. This includes contact lists, constituent records, plans, and fundraising activities. Review existing processes and identify areas for improvement
- Support the Executive Office in ensuring the quality and accuracy of Adelaide Festival's VIP and Government relations data, as required
- Utilise project management systems such as Prepared, Outlook Events Calendar, and Teams, and ensure information is updated in a timely manner
- Coordinate the post-Festival sponsor reports and debrief process
- Oversee the Partnerships Coordinator to coordinate sponsor launch and ticketing packs and other associated administrative tasks

Event Management

- In consultation with the Head of Partnerships, coordinate and deliver sponsorship events in line with AF's engagement strategy throughout the year
- Support the delivery of government and industry events as required in consultation with the Head of Governance and the Executive Director
- Ensure all functions and activities are delivered to a high standard and ensure every event is aligned to, and supports, the Adelaide Festival brand
- Attend all AF events as the main point of contact on the ground and lead the on-site delivery, coordination of stakeholders, set-up and pack down, and respond appropriately to any situations that may arise to ensure smooth delivery
- Undertake hosting responsibilities to deeply engage with stakeholders at launch events, opening nights, and other key AF events
- Create and distribute event invitations through Wordfly
- Ensure all relevant internal and external stakeholders are briefed ahead of each event with sufficient detail on locations and access, timings, speeches, guest attendance and apologies, seating plans, and individual responsibilities
- Prepare speech notes in consultation with Executive Director, Artistic Director, and Head of Governance as required
- Maintain close relationships with external venues, suppliers, caterers, and beverage partners, to ensure seamless event delivery and stakeholder experience
- Monitor seating plans and ticket allocations in association with the wider Partnerships team, CX team, and Head of Governance for major events such as Opening Night
- Maintain an inventory of all sponsor beverage stock and allocate stock across various functions across the year
- Oversee the Partnerships Coordinator to prepare materials such as name tags, place cards, signage, and stock delivery

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Why join us

We believe in creating an environment where our people thrive - here's what you can look forward to:

- Inclusive, Creative & Collaborative Culture
- Up to six additional days of paid Festival Leave (subject to operational requirements and approval in accordance with the Festival Leave Policy)
- Flexible work-from-home arrangements
- Complimentary tickets and staff discounts
- Access to EAP and extra leave for wellbeing and support needs
- Free annual flu vaccinations

Join us in championing the arts and contributing to the cultural vibrancy of Adelaide. Be a part of a dynamic team dedicated to creating memorable experiences for audiences across South Australia.

HOW TO APPLY

Option 1: Apply via Seek (preferred channel)

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

- **Subject line:** Application for Partnerships Executive
- **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-hour and weekend work will be required.