

Position Title	Senior Strategic Partnerships Officer
Department	City Future
Unit	City Business and Engagement
Team	City Marketing and Investment
Supervises	Nil
Reports To	Coordinator City Marketing and Investment
Grade Range	H
Date Prepared	2/05/2024
Date Last Updated	12/11/2024

Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

Primary purpose of position

The position is responsible for developing and managing strategic relationships and partnerships that are beneficial and supports the growth of our city. It involves the ability to provide high-quality and timely advice to management on partnered events, program initiatives, and potential risks, facilitating informed decision-making.

The position is responsible for the development, coordination, implementation and evaluation of partnership and sponsorship agreements, including strategic business events.

The position drives and negotiates an ongoing program of sponsorship and funding for Council strategic events, activities and initiatives. It involves creating a sponsorship prospectus, researching partnership opportunities as well as strategising further funding opportunities with key stakeholders.

Accountabilities






- Coordinate key stakeholders across the government ecosystem, providing connections and engagement with external stakeholders, fostering collaborative relationships between business, community and industry;
- Maintain, enhance, advocate and build exceptional working relationships, with strategic partners and sponsors;
- Support the delivery of strategic projects aligned to the Economic Development Strategy, and Night Time Economy Plan;
- Accountable for the development, coordination, management and delivery of partnership agreements (including sponsorship) including developing partnership proposals and prospectus's, including cross organisational selling of opportunities to maximise value and return of investment for partners;
- Drive and negotiate ongoing sponsorship packages and funding for strategic Council business events and administer benefits;
- Identify, plan and deliver externally partnered initiatives beneficial for our city;
- Maintain a sponsorship database and results dashboard;

- Evaluate performance outcomes of partnership initiatives to deliver meaningful, high quality programmed events that foster positive reputation and engagement outcomes for the city;
- Manage all Corporate, State and Federal Government Partnerships supporting the growth of our city;
- Manage event grant applications in excess of \$500,000 in value;
- Manage a range of strategic business events and related project activities concurrently, with varying timelines and workloads, in a demanding, high volume work environment, while achieving deadlines and milestones;
- Undertake work that is complex in nature, working under limited direction with the opportunity for reasonable autonomy and accountability;
- Participate in projects across the City Business and Engagement Unit, as required, and undertake other duties relevant to the role or skills required by the position or as allocated by Supervisor/Manager;
- Communicate sensitively and effectively, with the ability to liaise and consult efficiently with internal and external stakeholders, including government authorities.

Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Capability Profile – Senior Technical/ Professional Specialist

Capability Group	Capability Name	Level
 Personal Character	Lead Self	Advanced
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
 Relationships	Communicate and Engage	Adept
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	Innovate and Improve	Advanced
	Deliver Results	Advanced
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 People Leadership	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
Personal Character		
Act with Integrity	Advanced	<ul style="list-style-type: none"> • Models ethical behaviour and reinforces it in others • Represents the organisation in an honest, ethical and professional way and sets an example for others to follow • Promotes integrity, courage and professionalism inside and outside the • Monitors ethical practices, standards and systems and reinforces their use • Proactively addresses ethical and people issues before they magnify
Relationships		
Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region and sector • Models inclusiveness and respect for diversity in people, experiences and backgrounds
Results		
Deliver Results	Advanced	<ul style="list-style-type: none"> • Sets high standards and challenging goals for self and others • Delegates responsibility appropriately and provides support • Defines what success looks like in measurable terms • Uses own professional knowledge and the expertise of others to drive results

		<ul style="list-style-type: none"> • Implements and oversees quality assurance practices
Relationships		
Influence and Negotiate	Adept	<ul style="list-style-type: none"> • Builds a network of work contacts/relationships inside and outside the organisation • Approaches negotiations in the spirit of maintaining and strengthening relationships • Negotiates from an informed and credible position • Influences others with a fair and considered approach and sound arguments • Encourages others to share and debate ideas

* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

Qualifications and Experience

Essential Qualifications

- Bachelor of Business with major in Marketing.

Essential Experience

- 5+ years of experience in commercial marketing and partnerships including sales and events.

- Demonstrated experience in developing, coordinating and evaluating business/community events.
- Excellent interpersonal, oral and written communication skills with a range of stakeholders.
- Capacity to work flexible hours including weekends and public holidays.
- Excellent organisational skills including time management and project management.
- Demonstrated experience in developing sponsorship proposals and writing funding grant submissions.
- Experience in sponsorship and funding negotiations.
- Demonstrated personal integrity and commitment to organisational values.
- Experience in working in a team environment and ability to meet deadlines.
- Demonstrated experience and ability to negotiate and approach problem solving in a flexible and resourceful manner.
- Provision of high-level customer service in a multicultural environment.

Desirable Qualifications and or Experience

- Experience in working in Local Government.
- Cultural sensitivity and understanding when operating in a diverse community.
- Demonstrated experience in working with culturally and linguistically diverse communities.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to undergo criminal reference check?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required: No Licence Required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>