



# Role Description

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**Role Title:** Corporate Sponsorship Manager

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## **Our Organisation**

Nature Foundation SA is a South Australian charity passionate about nature conservation. We work with and inspire others to Save, Protect and Restore areas of exceptional biodiversity value, threatened species and sites of natural, cultural and geological significance. Established in 1981 by visionary members of the community, Nature Foundation SA has helped protect more than 11,500 square kilometres of the state so far, both terrestrial and wetland, and is now one of the largest non-government conservation land managers in South Australia and third largest in Australia.

Nature Foundation SA is a member-based organisation supported and advanced by a dedicated group of members, volunteers, staff and benefactors - underpinned by science. It highly values working in partnership with business, community organisations, volunteers and local communities and the three levels of government. It conducts a wide range of community events.

Its Water For Nature Program delivers water to large and small River Murray wetland and floodplain sites to sustain wetland environments that lie between iconic wetland sites, maintaining the health of the system as a whole from the border to the sea.

Its science program, in partnership with South Australia's three universities, has to date granted more than \$2million to support 350 students to study nature and progress their careers.

## **About the Role**

The Corporate Sponsorship Manager is responsible for working with organisations to develop their connection with nature conservation and to grow or establish mutually beneficial relationships, value for their clients and members and to develop a growing income stream.

The role will also grow the membership of Nature Foundation and the value and benefit they will enjoy from being a member.

## **Key Role Outcomes**

- An increasing number of corporate partnerships to advance nature conservation
- A growing income stream from those partnerships to amplify nature conservation activity.
- Corporate partners, their customers and their communities are more connected to nature.
- A marketing and corporate partnership plan which is implemented, reported on and periodically reviewed.

- A membership-value plan is developed, implemented and regularly reviewed to significantly grow the Nature Foundation member base and the value and sense of connection they assign to membership.
- To contribute to the Nature Foundation brand being strong, trusted, values-based and recognised.
- A member of a positive-minded staff and volunteer team, who are empowered and motivated, and have sufficient capacity to meet performance goals that are aligned to plans and expected delivery outcomes.
- A contribution to diminished risk and improved performance in employee and volunteer safety management within the program and the organisation
- Annual plans are implemented in line with governance standards, budget, outputs and timelines and their objectives achieved.

### **Key Relationships**

- Reports to the Chief Executive Officer
- Critical partnerships with the staff team.
- Supporting the Council of Nature Foundation through its committee structure
- Other not-for-profit nature conservation organisations.
- Accountable for the roles of relevant contractors, consultants and volunteers.

### **Special Conditions**

- The role is initially for 2 years, with extension of the role subject to funding. The position is 0.6 of full time.
- The position will be based in the Hindmarsh office.
- A current driver's licence is preferred.
- Some out of hours work, intra and interstate travel involving overnight absences from home or out of normal office hours will be required as part of the role.
- All staff are encouraged to wear the appropriate uniform in any public setting and will represent the organisation in a professional manner.
- Nature Foundation SA is a non-smoking work environment.

## Assessment criteria

Your suitability for the role will be assessed based on demonstrated knowledge, experience, achievements and abilities against the responsibilities of the role using the following key criteria.

Capability	Elements	• Behavioural indicators
Supports strategic direction	Supports shared purpose and direction	<ul style="list-style-type: none"> <li>Understands and supports Nature Foundation vision, mission and objectives</li> </ul>
	Thinks strategically	<ul style="list-style-type: none"> <li>Creates operational plans that contribute to strategic goals and results</li> <li>Thinks 'outside the box' and views issues from different perspectives</li> </ul>
Achieves results	Assuming Accountability	<ul style="list-style-type: none"> <li>Establishes own credibility by demonstrating competence, sound judgement, knowledge and professionalism.</li> <li>Is proactive in securing successful outcomes aligned with Nature Foundation's direction and takes calculated risks in pursuing them.</li> </ul>
	Communicates clearly	<ul style="list-style-type: none"> <li>Structures messages clearly and succinctly – orally, visually, writing and using technology.</li> </ul>
Drives business excellence	Innovation	<ul style="list-style-type: none"> <li>Seeks out new ways or technologies of working to increase personal and organisation effectiveness.</li> </ul>
	Commits to action	<ul style="list-style-type: none"> <li>Takes personal responsibility for completion of work to a high standard and seeks guidance when required.</li> <li>Applies self with initiative, energy and drive</li> </ul>
	Directing resources	<ul style="list-style-type: none"> <li>Identifies resources and competencies needed to get the work done</li> <li>Effectively manages the budget for the work area.</li> </ul>
Forges relationships and engages others	Nurtures internal and external relationships	<ul style="list-style-type: none"> <li>Forms positive, constructive and collaborative internal and external relationships</li> <li>Operates as a positive and effective member of the staff team</li> <li>Manages client expectations</li> </ul>
	Influencing and negotiating	<ul style="list-style-type: none"> <li>Listens to others and acknowledges their views</li> <li>Negotiates effectively</li> </ul>
Exemplifies personal drive and professionalism	Demonstrated personal awareness	<ul style="list-style-type: none"> <li>Reflects on own style and behaviours and is aware how they impact others</li> </ul>

## Technical, Professional/knowledge and Experience (including qualifications)

### Qualifications

Tertiary qualification or equivalent experience in marketing, corporate fundraising, public relations or similar is highly desirable.

### **Skills & capabilities**

- Highly skilled at developing relationships with target audiences.
- Proficient in Microsoft suite.
- Excellent ability, flexibility and resilience to manage time and competing and changing priorities, and to meet deadlines.
- Able to effectively use social media and incorporate emerging technologies into the program
- Experience in use of membership software.

### **Conceptual Thinking and Creativity**

- Converts creative ideas into operational solutions and is able to solve problems.
- Encourages and incorporates the thinking and ideas of others into recommendations as appropriate.

### **Analytical Thinking**

- Assimilates and interprets large amounts of information from a number of sources, and is able to draw out themes and identify gaps.
- Quickly identifies the implications of information and makes strategic judgments based on this.

### **Knowledge/Strategy**

- Has in-depth current knowledge and grasp of corporate relationship building, fund-raising strategy, brand promotion, and planning and managing projects.
- Maintains knowledge of the science and practice of corporate sponsorship and giving, and the resultant value proposition to their customers.

### **Work, Health and Safety**

- Actively advances workplace safety procedures and programs.
- Proactively ensures any direct reports or volunteers understand workplace health and safety requirements and responsibilities
- Actively participates in health and safety discussions in the workplace
- Identifies hazards, assesses risks and implements procedures for controlling risks
- Maintains appropriate workplace safety records

### **Corporate Responsibilities**

- Maintains a commitment to equal employment opportunity, diversity, ethical conduct, and record keeping within the obligations upon Nature Foundation SA.
- Actively participates in the organisation's Performance Development and Review Program.
- Professionalism and sensitivity in all dealings within and beyond the organisation.

Approved By : \_\_\_\_\_ (Delegate) ...../...../....

