



POETRY IN UNUSUAL
AND USEFUL WAYS

DEVELOPMENT MANAGER

Position Description

Title:	Development Manager
Reports to:	Executive Director
Contract term:	Three years
Hours of work:	Full time
Commencement:	January 2015
Salary:	\$75,000 plus Superannuation. The successful applicant will also receive one-on-one mentoring and career support from an external fundraising professional.
Location:	Sydney. 583 Elizabeth Street, Redfern

ABOUT RED ROOM COMPANY

Red Room Company (RRC) is a not-for-profit organisation based in Redfern, Sydney. RRC creates, promotes and publishes new poetry in unusual ways taking poetry on the road with truck drivers, into multicultural and disadvantaged schools and communities, and correctional centres in urban, rural and remote Australia.

RRC's projects focus on commissioning new work and developing imaginative contexts in which this poetry can be creatively and critically explored. Through the delivery of unique public arts and education projects in a range of forms such as radio, podcast, live performance and innovative collaborations, RRC broadens the definition of, and experience with, high quality Australian poetry. The RRC is focused on the creation and distribution of new Australian poetry, with a focus on education and inspiring young, new and emerging readers, writers and performers of poetry in all its forms.

THE OPPORTUNITY

After a decade of successful operations and growth, RRC is entering a new strategic planning cycle where it is looking to achieve new levels of impact and artistic achievement.

The Development Manager has an important role to play in this period of transition and expansion. The next three to five years will see the company focus on education, outreach and public art projects, increase the reach of these and ensure that outcomes are enhanced and sustained. All of these programs carry the opportunity to engage new cohorts of philanthropic donors funders and partners to ensure their sustainability. Red Room Company is also ideally placed to deepen its engagement with existing major gift patrons who have been central to the company's success since



POETRY IN UNUSUAL
AND USEFUL WAYS

inception. The opportunity will suit someone with the passion, business nous, communication skills and self-awareness to join our small team and help us tell our story as creatively and widely as possible. We don't necessarily need eons of development experience. Instead, we are looking for someone who wants to take something good and make it magnificent; who can work with imagination and creativity in all situations, communicate openly, and find joy in small things.

PURPOSE:

To engage external stakeholders in the RRC story to generate and acquit financial support from individuals, foundations, corporate and government partners.

KEY RESPONSIBILITIES AND DUTIES:

Budget

Meet revenue targets across all programs. Manage and track expenditure

Strategy

In collaboration with the Artistic and Executive Directors (AD and ED), prepare and implement a development strategy that will support the execution of RRC's strategic plan 2015-2017. Report to the board and executive against the development strategy and agreed KPIs

Philanthropy

- Research, identify and develop new sources of philanthropic income for RRC
- Develop and implement an Annual Giving program
- Work with the AD, ED and Board to identify major gift prospects for RRC
- With the AD and ED, develop cultivation plans for major gift patrons
- Engage the appropriate board and executive team members in major gift solicitations
- Plan and implement a donor stewardship program to strengthen relationships with RRC
- Oversee the delivery of all stewardship activities, donor acknowledgement and reporting
- Ensure the accurate and timely processing of tax receipts and record keeping

Grants

Manage a calendar of grant opportunities (philanthropic and corporate foundations, state and federal government) writing submissions and acquittals as required. Assist the Executive Director with core funding grant submissions and acquittals (Australia Council and Art NSW)

Sponsorship

- Work with the board, AD and ED to identify sponsorship prospects whose needs are aligned with the outcomes of RRC programs and public art projects
- Manage a sales pipeline process and produce high quality correspondence and proposal documents consistent with RRC brand



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- Engage board members and AD, ED in appropriate sponsorship meetings

Organisation – ensuring effective management of development programs

- Monitor and report on financial targets – income and expenditure
- Recruit and supervise RRC interns and volunteers as required
- Attend out-of-hours events as required

SELECTION CRITERIA

In addition to business nous and common sense, key to the success of this role is a positive, energetic outlook, a creative and an entrepreneurial spirit, outstanding communication skills, and a collaborative, inclusive work style.

Essential

- Exceptional communication skills (all types) and a collaborative, inclusive style
- Exceptional attention to detail
- Demonstrated understanding of customer relationship management principles
- Ability to manage diverse and complex stakeholder relationships, aligning them with the mission of RRC
- Demonstrated capacity for creative thinking, a preparedness to experiment with new ideas and innovative approaches
- Passion for language and its ability to educate, empower and inspire
- Tertiary qualifications in arts, business or commensurate industry experience

Desirable

- An intermediate level of experience in fundraising and donor relations