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| **REPORTS TO:** | **DIRECT REPORTS AND TEAM SIZE:** | |
| Manager, Corporate Communications and Marketing | N/A | |
| **THIS ROLE EXISTS TO: (PURPOSE)** | | |
| The Corporate Communications and Marketing Team is a refreshed part of Melbourne Water’s Customer and Strategy Group. The role of the team is to manage key relationships which impact on Melbourne Water’s authorizing environment.  This role exists to develop and grow Melbourne Water’s sponsorship program. Key objectives of the role are:   * Develop and deliver a targeted approach to partnerships which aligns with Melbourne Water’s   strategic direction and key messages   * Use proactive sponsorship opportunities to enhance and protect Melbourne Water’s brand * Build relationships with key partners which are aligned to Melbourne Water’s corporate priorities * Support the marketing team in amplification of key marketing themes through leverage of partnerships.   Melbourne Water’s partnerships program provides a key avenue through which to enhance and  protect Melbourne Water’s brand. The program is focused on community engagement through unique brand experiences, industry thought leadership and charitable programs.  We are seeking an experienced Corporate Partnerships Manager with creativity and initiative to drive and build on the current program in order to:   * Support the business in identifying specialist fundraising opportunities * Proactively pursue strategic partnerships * Focus on higher profile partnership opportunities to build brand * Use the program to build important relationships with key industry stakeholders * Industry leverage opportunities to drive thought leadership and brand awareness | | |
| **Key accountabilities:** | | |
| The Partnership Manager is accountable for:   * Developing and delivering a program of partnerships and events to promote Melbourne * Water’s brand and reputation * Identifying new partnerships * Maintaining existing partnerships and where possible, finding opportunities to enhance them | | |
| **KEY RESPONSIBILITIES** | | **KPIs** |
| Develop and deliver a targeted partnership framework  to align with Melbourne Water’s strategic direction  Identify opportunities to establish new partners  Develop programs which:  o Provide opportunities for Melbourne Water to  build relationships with key partners  o Positively influence the opinions and actions of  key public stakeholder groups trough these  partnerships  Negotiate and manage funding agreements and  contracts for partners and grant recipients  Develop a system for reporting on partnership/sponsorship activities internally | | Return on investment from events  Co-funding received  Leverage across partnerships |
| **Delivery of partnership activities**   * Coordinate promotion, bookings and registration for   related sponsorship events. End to end partnership and event activation   * Lead logistical administration of sponsorship events,   including venue selection, site inspection, OHS  requirements, post event debriefs and evaluation to  highlight future efficiencies,   * Support the development of new learning experiences as required * Lead project meetings internally to ensure opportunities are maximised across the business, taking into consideration brand and PR outcomes | | Formal and informal feedback from events |
| **Financial and Contractual Management**   * Establish appropriate governance mechanisms to   ensure that money is distributed appropriately   * Ensure all financial reports are maintained to a   professional level including accurate budget management   * Manage relevant contracts and procurement in a way that complies with Melbourne Water’s procurement and legal processes * Process invoices and raise purchase orders * Identify budget savings | | Accuracy of forecasts  Delivery of contractual agreements |
| **Stakeholder Relations**   * Support the strengthening of executive relationships   with key partners   * Manage relationships with stakeholders in the   development and delivery of partnerships, including  business, community organisations, local government, and the education sector   * Liaise with relevant internal departments at Melbourne Water in relation to sponsorship activities * Provide executive briefs, including roles responsibilities and speaking notes to executives involved in sponsorship activities and corporate events | | Reputation score |

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| **SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED:** |
| * Extensive experience in the strategic development, execution and evaluation of sponsorship   programs preferably gained within a leadership role   * Experience in public relations leveraging partnerships to activate campaigns via a variety of   media and digital channels   * Highly developed oral and interpersonal skills and demonstrated ability to influence, negotiate   with and advise senior management on sponsorship issues   * Ability to engage, gain support and confidence of key stakeholders in the development of   programs   * The ability to develop robust business cases and pitch strong creative proposals * Good problem solving skills and project management experience * Extensive experience in contract and financial management * Demonstrated experience in writing and developing effective communication and campaign materials, executive briefs and oversee design and creative production. * Ability to prepare and lead the delivery of high quality corporate events * Highly developed organisational skills, the ability to think creatively and to manage under   pressure with competing and demanding deadlines   * Desirable background in engagement/communications/marketing/sponsorships/events management |
| **KEY RELATIONSHIPS:** |
| All Melbourne Water employees are responsible for managing aspects of our customer/stakeholder relationships and service interactions, and will work proactively to deliver a consistent customer experience.  **INTERNAL**  The Corporate Partnerships Manager will be required to co-ordinate and communicate closely with  the senior management group and key Melbourne Water staff in relation to the delivery of specific  projects or programs, and build relationships at all levels of the organization.  **EXTERNAL**  The Partnerships manager will be required to maintain strong and influential relationships with a  range of external stakeholders, including other Government authorities, media, external providers,  and private enterprise. |
| **SALARY RANGE:** |
| * Melbourne Water reserves the right to remunerate people according to their ability to perform the functions of the role based on their qualifications, skills and experience. |
| **OTHER COMMENTS:** |
| This role requires the following:   * Extensive experience and expertise gained through a senior executive management position * Relevant Tertiary degree * Criminal Records Check   Location: 990 Latrobe Street, Docklands |