EVENT & FESTIVAL SPONSORHSIP ADVISOR
POSITION DESCRIPTION

Position Title:	Event & Festival Sponsorship Advisor
Responsible To:	Executive Manager, Business & Investment
Council Portfolio	Corporate Services
Council Program:	Adelaide Economic Development Agency (AEDA)
Classification Level:	Salaried, Level 7

Overview of Portfolio

The Corporate Services Portfolio provides effective and efficient services and insights to strengthen and grow our organisational capability, and support a culture of accountability, transparency and innovation. Additionally, the Portfolio provides the key support functions to ensure Council's subsidiaries, the Adelaide Central Market Authority (ACMA) and Adelaide Economic Development Agency (AEDA), deliver their objectives in accordance with their respective Charters, statutory requirements and obligations.

Overview of Program

The role of Adelaide Economic Development Agency (AEDA), a City of Adelaide (CoA) subsidiary, is to accelerate economic growth in the CoA by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing an annual events calendar and marketing the city as a whole.

The AEDA General Manager, in conjunction with the Board, will develop a specific economic growth strategic plan in line with the current City of Adelaide Strategic Plan, and Economic Development Strategy, through leveraging local, national and international partnerships, stakeholders and agencies to position the City of Adelaide as a destination of choice for property and business investment and to live, study or visit. An annual business plan will drive implementation of specific activities. Reporting to the City of Adelaide Chief Operating Officer (COO), the General Manager will lead the Adelaide Economic Development Agency (AEDA) to deliver these outcomes through a variety of functions including city-wide marketing, investment attraction, supporting the visitor economy and business support. The General Manager will be a part of the Senior Leadership team.

Key Relationships / Interactions

Internal	Employees across the Corporate Services Portfolio and AEDA Program City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams
External	State Government and other local government agencies Event and Festival operators Suppliers



Primary Purpose	As part of the AEDA Program the Event & Festival Sponsorship Advisor will lead and administer the City of Adelaide Events and Festivals Sponsorship Program by managing the development, negotiation and execution of all sponsorship activity, in line with the City of Adelaide Funding Program Policy and City of Adelaide's Economic Development Strategy and AEDA's Strategic Plan and evaluating and reporting on the outcomes of the program to maximise the return on AEDA's investment.
Responsibilities	The Event & Festival Sponsorship Advisor is responsible for; • Developing, managing and monitoring the City of Adelaide's Medium to Large Events and Festivals Sponsorship Funding Program to ensure the maximum benefit is derived from each sponsored activity. • Developing and maintaining internal and external Funding Guidelines that meet AEDA's strategic objectives and the City of Adelaide Funding Program Policy. • Evaluating funding applications against eligibility and assessment criteria and preparing appropriate recommendations for the consideration of the AEDA Board. • Negotiating and executing sponsorship agreements that provide benefits to the AEDA, City of Adelaide and its communities and stakeholders that are consistent with the City of Adelaide and AEDA Strategic Plans. • Providing expert sponsorship and business development advice and assistance to ensure that both Council and AEDA's sponsorship priorities and business objectives are met. • Representing Council and AEDA with external partners, sponsors, and sponsored organisations. • Exploring cross-promotional opportunities that maximise the effective use of existing budgets and other sponsorship related opportunities as well as exploring cross-promotional activities that create a positive image to key stakeholders and customers / community. • Managing resource support from within the team structure to assist with the delivery of the Event and Festival Sponsorship Program objectives. • Ensuring the ongoing review of the funding program by investigating service and program improvement opportunities in line with best practice and industry needs. • Providing specialist advice to internal stakeholders, elected members and the AEDA Board. • Ensuring that the AEDA and Council brands are well recognised and utilised in the appropriate manner in relation to sponsorships. • Managing the sponsorship budget including monitoring, forecasting and reporting. • Effectively and timely reporting to AEDA and Council, including sponsorship budget position and activity. • Leading and providing specialist advice, supervision and guidance to the Sponsorship and Partnership Co-ordinator to meet objectives as set out in Council and AEDA's strategic plan.



Responsibilities for all leaders:

- Model and champion an inclusive, respectful, and ethical workplace culture, aligned with our CoA values and Employee Behavioural Standards, actively promoting equal opportunity, diversity and equity.
- Lead and manage your team/s to ensure employee engagement and development, resource optimisation, legislative compliance, and the implementation of ongoing service enhancements.
- Adhere to organisational policies and WHS requirements while promoting a safe, inclusive environment that safeguards both physical and psychological wellbeing.
- Take accountability for identifying, reporting, and responding to WHS incidents or near misses, and ensure the appropriate and responsible use of equipment, supplies, and personal protective equipment (PPE) across the team.
- Lead the team in adhering to security requirements (both physical and cyber) by actively modelling best practices, following secure data handling protocols, supporting secure system management, and ensuring team compliance with all information security and safety obligations.
- Proactively identify and report any cyber security risks, breaches, incidents, or suspicious activity such as phishing, unauthorised access, or mishandling of information.
- Ensure completion of all mandatory training and support ongoing professional development both personally and across the team aligned with CoA expectations, compliance requirements and information security.
- Monitor and manage budgets and expenditure within delegated limits to ensure efficient and accountable use of financial resources.

Our Values

Our values will guide us towards becoming a stronger, more effective organisation with a positive and mutually beneficial work environment for everyone.

	Achievement • Deliver what matters • Ensure clarity of direction and unity of purpose • Inspire excellence and strive for outstanding results
	Collaboration • Work together to build successful teams and partnerships • Be open, inclusive, and share knowledge • Seek, provide, and act on feedback
	Customer Commitment • Know your customers and put them first • Listen to and understand customer needs • Be responsive, close the loop and deliver on promises
	Integrity • Own your actions, successes and mistakes • Act with transparency, honesty, and respect • Do what you say you will do
	Innovation • Look for ways to improve and create positive change • Think broadly and take a wider viewpoint • Be responsive to new ideas and opportunities



Position Criteria

Qualifications	A tertiary qualification in Public Relations, Marketing, Communications or related field and/or commensurate demonstrated experience in lieu of formal qualifications.	**Essential**
People Management	Experience in providing effective leadership which continually enhances and builds the team's capability and performance. Demonstrated ability to mentor and support employees in their professional development. Thorough working knowledge of people management practices, policies and procedures Demonstrated ability to manage work and resources across a range of projects and in a manner that supports professional development.	**Essential**
Financial Skills & Acumen	Demonstrated experience of broad commercial realities of sponsorship programs and application of budget management principles and practices.	**Essential**
Technical Knowledge & Experience	Proven experience in managing significant sponsorship funding program budgets. Demonstrated experience in leveraging sponsorships and driving marketing and promotional outcomes. Experience in developing effective relationships within the Event and Festival sector and other public and private sector organisations, including State Government. Demonstrated experience in sponsorship negotiation and leveraging. Experience in overseeing and managing contracts relating to Sponsorship agreements. Experience in working with marketing colleagues to drive branding outcomes from sponsorships.	**Essential**
Project Management	Sound project management skills which underpin the timely development of strategies and programs and assist in cross functional collaboration	**Essential**
Innovation & Initiative	Experience in applying best practice business principles and practices to the development and delivery of programs, policy and procedures for the management of major initiatives, and monitoring and reporting on outcomes. Resolving complex problems in a dynamic environment.	**Essential**
Resource Management & Decision Making	Ability to effectively utilise allocated resources which includes planning, delegating and prioritising. Decision making capability that demonstrates an understanding of stakeholder, customer and business needs.	**Essential**



Professional Development	A commitment to ongoing professional development and continuous learning.	**Essential**
Customer Commitment & Integrity	A commitment to internal and external customers demonstrated through the provision of timely, reliable and expert advice on matters within the area of responsibility.	**Essential**
Collaboration & Communication	Highly developed interpersonal skills and proven ability to build positive relationships and consult, negotiate and communicate internally and externally. Proven ability to successfully manage external relationships to the benefit of the organisation, and successfully manage internal relationships across various business units. Ability to be collaborative, enabling and solution oriented.	**Essential**
Administrative Skills	A thorough understanding of practices, procedures and outcomes required of a records management system. Demonstrated ability to manage the administrative requirements of significant multi-faceted programs.	**Essential**
Government Experience	Experience working in a government environment.	**Essential**



Special Conditions

- Performance will be based upon the delivery of the agreed goals recorded in your Performance Review documentation.
- Some out of hours work may be required in order to meet the requirement of the role.
- An unencumbered South Australian Drivers Licence may be required.
- A satisfactory Police Clearance may be required.
- A satisfactory Medical Clearance may be required.
- Where applicable, I have reviewed and understand the delegations associated with this position.

Physical Demands

Task	**Office Workstation**
Work Area	**Various**
Physical Demand Rating	**Very Light Work**

The below table summarises the physical demands of this role.

Physical Demand	O	F	C	Description	FCA Notes
Sitting		✓		Ergonomic adjustable chair	**Critical Range of Motion:** Shoulder to 90° flexion. **Lift Capacity:** Up to 2kg (ream of paper). **Push / Pull Force:** N/A **Environmental Factors:** Indoor. Carpet in most offices. Lift access in most buildings. **Task Rotation:** tasks are varied by the worker. Pause exercises, stretches and standing up are self-directed by the worker. Workers can alternate sides with the computer mouse. **PPE:** Office attire and appropriate footwear.
Standing	✓			Accessing folders, p/copier, talking to others	
Walking	✓			Meeting with others, moving between rooms	
Climbing	✓			Option to take the stairs	
Bending	✓			Reaching down to low shelves, p/copier	
Squatting	✓			Reaching down to low shelves, p/copier	
Gripping		✓		Mouse, stationery, phone	
Forward Reach	✓			Typing, using the mouse, phone usage	
Lift	✓			Light items, folders, paper and documents	
Carry	✓			Short distances within the building /office	

O = Occasional (1–33%), F = Frequent (34–66%), C = Constant (67–100%).
***This is a general statement regarding the physical requirements of the role. The inherent physical requirements are underpinned by Job Dictionaries, which can be accessed by contacting the People Team (OSCAR).**

Agreement

This Position Description is only descriptive of the type of duties to be undertaken by you during your employment and you accept the Corporation may require you to carry out any duties which are within your skills and competence.

**** Electronic Offer**** By accepting your letter of offer electronically you are agreeing to the work profile / job description attached to your offer.