

Job Description

Job Title:	Development & Sales Manager
Type:	PAYE
Responsible to:	Head of Operations and Development
Hours:	4 days per week (30 hours)
Salary:	£25,000 (pro rata)
Holiday:	28 days (pro rata)
Benefits:	Platinum Friends of Fringe membership, hybrid working with the option to work from home, contributory pension.

Summary of Role

The post of Development Manager has been created to help support Brighton Fringe in its next stage of development and growth, based on a sustainable commercial business model.

This role is responsible for creating leads with potential sponsors and partners, maintaining, and building current relationships and securing sponsorship deals for Brighton Fringe.

This role oversees the sale of advertising space and working on other supplements and events as required. The post holder will often be the first point of contact for sponsors and partners, working closely with the Head of Operations and Development to create effective working relationships to maximize income generation for the Fringe.

Key Duties & Responsibilities

1. Relationship management and lead generation

- Working with Head of Operations and Development to create a yearly strategy to identify sponsorship opportunities and set departmental targets.
- Establish and develop effective long-term business relationships for future Brighton Fringe festivals and ensure clients receive a thorough, professional, high-quality service.
- Nurturing current lucrative partnerships and sponsorships deals to increase revenue year on year. Also recognising those that are no longer financially viable or benefit the charity.
- Identify and secure advertising from both existing and new potential clients always looking to optimise revenue, particularly maximising leads on LinkedIn and at networking opportunities.
- The collation of sellable elements of the Brighton Fringe offering in partnership with the Head of Operations and Development and the Marketing Manager.
- Support the mission, vision and positioning statement of Brighton Fringe and promote these to business and other stakeholders.
- Overseeing and working with Marketing to create promotional documentation for sponsorship and advertising packages.
- Creating and writing evaluation documents for the end of the sponsorship and partnership campaigns.

2. Administration

- Ensure the smooth running of all partner and sponsor relationships, ensuring that packages are delivered effectively.
- Build and maintain a database of partners and potential sponsors.
- Manage and maintain accurate sales records on the sales reporting document.
- Creating and writing evaluation documents for the end of the sponsorship/partnership campaigns.
- Overseeing the accurate administration of all advertisement and sponsorship booking forms and working with the Finance Administrator to ensure invoices are raised.
- Work with the Finance Administrator to ensure all advertising and sponsorship invoices are paid within agreed timescales and prior to activation of agreements.

3. Other Duties

- Implement all Brighton Fringe policies and procedures such as the equalities policy and ensure this underpins all other practices, policies, and procedures.
- Contribute to the collation and preparation of statistical information relating to advertising and sponsorship for the Board of Trustees and any other essential requirements of stakeholders, sponsors, or business partners.
- Attending meetings, conferences, and events as a representative of the Fringe as agreed with the Head of Operations and Development.

Key Working Relationships:

1. Head of Operations & Development
2. Marketing Manager
3. Finance and Office Administrator

Person Specification

Essential

- Proven experience of securing sponsorship for projects and events, setting and managing budgets, tracking ROI/KPIs and driving continuous improvement.
- Effective negotiator with a successful work history of securing new business, ideally within sponsorship and partnership deals.
- Proven ability to work across all levels, with experience in building strong relationships.
- A proactive approach to work, driven by achieving targets in a competitive industry.
- Some knowledge of the arts landscape in the UK and internationally.
- Excellent communication, organisational and administration skills.
- Ability to work accurately under stress and to meet deadlines.
- Computer literate – Word, Excel, Outlook, and Adobe.

Desirable

- Knowledge of the festival and arts scene in Brighton & Hove.
- Experience of working for a not-for-profit or charity organisation.

Your application:

Please email your completed application form by **12pm on Friday, 6 October 2023** to:
amy.keogh@brightonfringe.org

Application is by application form only. Please note that we will not accept CVs as an application for this position.

Interviews: 12-13 October 2023 (day TBC)

Start Date: From the 1 November 23

Brighton Fringe is a company limited by guarantee and registered with the charity commission. We are an equal opportunities employer.