

**POSITION DESCRIPTION:**           **ATG Fundraising/Sponsorship Manager**

**Volunteer Position:**               Average 2 hours per week

**Reports to/Supported by:**        ATG Site Coordinator

## **Summary**

The Adelaide Theatre Guide is a non-profit volunteer organisation dedicated to promoting the value of live theatre in South Australia.

Free promotional services are offered to all companies performing in Adelaide at [www.theatreguide.com.au](http://www.theatreguide.com.au) including What's On listings, Audition notices, Reviews and more.

The ATG has limited income and does not receive funding from any government bodies. The organisation relies on funds from advertising on the site, sponsorship and profits of events (which is rare).

The Fundraising/Sponsorship Manager role is intended to oversee and manage ATG sponsors and advertising in consultation with the Site Coordinator.

## **Sponsorship**

The ATG currently has a number of ongoing sponsors who offer contra services to support events and the ongoing maintenance of the website. These current sponsors include:

- Eastside Music & Technology
- Abbotts Printers & Stationers
- Theatre Association of South Australia (TASA)
- Renniks Events
- SA Brewing Ltd

Sponsorship is required to ensure events like the annual "Curtain Call" Awards do not lose money (at least break-even). While the majority of the Fundraising/Sponsorship Manager role involves maintaining and looking after current sponsors, some generation of new sponsorship would be an advantage.

## **Advertising**

The additional advertising offered on the website is a steady income for the ATG and requires ongoing contact with companies performing in SA and utilising the free services. Correspondence through email and direct mail would be coordinated on a quarterly basis or as required (ie if there is a special offer available).

There is no "hard sell" for advertising as companies generally approach the ATG to book, however keeping this additional service top of mind is important.

## **Fundraising**

In consultation with the Events Coordinator and Site Coordinator, ideas on how to raise funds, whether through raffles, merchandise, etc are encouraged and will be supported subject to volunteer, budget and time availability.

## **Recognition & Valuable Work Experience**

While the position is voluntary, the Site Coordinator is happy to act as a reference for inclusion on a CV. Such experience is valuable to anyone wanting to undertake a career in Business Development, Arts Management, Marketing/Advertising or if they just have a passion for live theatre and the arts.

## **Skills & Attributes**

Anyone willing to commit to and maintain enthusiasm for the ideals of the ATG is welcome to apply for this position; however any of the following attributes would be valuable to the role:

- Interest in business development, arts management or marketing/advertising demonstrated by studies or previous involvement with organisations
- Interest in live theatre or the arts in general
- Good attention to detail
- Experience/ability to liaise with corporate/business personnel
- Ability to meet deadlines and see a job through from beginning to end
- Honest and reliable personality
- Excellent organisational and communication skills
- Drive and passion to achieve the best of any project
- Access to email/competant computer skills
- Availability (average up to 2 hours per week)

## **Application**

Please apply in writing to the Site Coordinator:

[info@theatreguide.com.au](mailto:info@theatreguide.com.au) OR

PO Box 10278, Adelaide BC, SA 5000

Please include details of the following:

- What interests you in this role
- What skills or attributes you meet from the list above
- What you envisage contributing to the ATG
- CV if appropriate

For questions or further information, please contact Hayley on 0412 441 367 or [info@theatreguide.com.au](mailto:info@theatreguide.com.au)