
GERTRUDE

Organisational Background

Gertrude has been building the careers of Australia's artists for over 35 years.

Since our establishment in 1985, Gertrude has played an essential role in the visual arts sector, shaping the careers for many of Australia's most celebrated artists. We are an incubator and launching pad for early-practice and mid-career artists. Our artistic program – including our studio and exhibition programs – is unique in its equal emphasis on the production and presentation of contemporary art. This enables us to support artists to explore new ideas and present risk-taking work at pivotal points in their careers.

Gertrude gives audiences unique insight into the creative development of artists. Our audiences engage with risk-taking, formative moments that define artists' careers.

Position Description

Position Title	Development & Engagement Manager
Position Type	The Development & Engagement Manager position is a part-time (0.6 FTE), fixed-term role until 31 December 2022, in the first instance. With the intent to extend by mutual agreement.
Remuneration	The salary is \$62,000 – 65,000 per annum (pro-rata to 0.6 FTE or \$37,200 – 39,000pa) plus statutory superannuation
Reporting Structure	Reporting to: Executive Director Direct reports: None
Key Relationships	Internal: Staff, Studio Artists, Board, Exhibiting Artists and Volunteers External: Government and philanthropic stakeholders; Gertrude Supporters and Patrons; public audiences; and the arts community more broadly.
Location	The position is located at Gertrude Contemporary at 21-31 High Street, Preston South, (primary) and 44 Glasshouse Road, Collingwood (secondary).
Hours	Normal working hours are 22.8 hours per week with a regular working pattern to be established with the incumbent. Gertrude office hours are Mon – Fri 9.30am-5.30pm. However, attendance at events outside of these hours will also be required.

Position Purpose

The Development & Engagement Manager plays a critical role in Gertrude’s ongoing sustainability through the implementation of strategic fundraising initiatives and regular supporter engagement.

The role will support the Directors and Board to better connect with philanthropic foundations, high value donors and all tiers of Government to meet the organisation’s medium and long-term advocacy and capital fundraising goals.

Key Responsibilities

<p>Development/ Fundraising</p>	<ul style="list-style-type: none"> • Work with the Executive Director to plan and implement Gertrude’s strategic development and advocacy objectives in the following areas: corporate support; trusts and foundations; philanthropy, government and other public sector support; patronage, donations and membership programs to deliver sustainable net revenues to Gertrude’s agreed targets. • Manage the requirements of Gertrude’s annual fundraising activities including Gertrude’s Supporter Program, the Gertrude Edition sales and supporter events. • Support the Executive Director to research, plan, prepare and deliver highly targeted, dynamic sponsorship and grant proposals for presentation to prospective partners that demonstrate insight into complementary goals and strategies. • Support the delivery and reporting requirements for agreed partnerships and grant agreements as required. • Maintain accurate and up-to-date information regarding patron and supporter contact details and engagement in the customer relationship management (CRM) database system.
<p>Engagement</p>	<ul style="list-style-type: none"> • Research, engage with and steward relationships with key personnel at philanthropic foundations and across all tiers of government. • Support the Directors and Board to develop and steward Gertrude’s advocacy and capital fundraising objectives. • Deepen and strengthen relationships with existing Gertrude patrons and supporters. • Identify potential new patrons and supporters and assist in the creation of connection points with the organisation. • Create engagement channels between studio and exhibiting artists with collectors and supporters. • Research and initiate new relationships with corporate supporters and commercial partners.

Communications	<ul style="list-style-type: none"> • Provide communications services to support fundraising and sponsorship activities, including the development of required collateral and producing communications for supporters. • Work with the Executive Director and Gallery & Education Manager to develop innovative communications strategies to maximise media, audience and stakeholder engagement.
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Note: The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying a position of this level.

Gertrude values diversity in the workplace and encourages applications from First Nations people, people with disability, LGBTQIA+ people, and people from culturally and linguistically diverse backgrounds.

Key Selection Criteria

Required

- A relevant tertiary qualification and a minimum 3 years' demonstrated fundraising/ development experience in the cultural sector
- Strong interpersonal, presentation and relationship development skills
- Highly competent written communication and proofreading skills, with an eye for detail
- High level of computer literacy across a range of systems - including Microsoft Office and Adobe Creative Suite applications in a Mac environment
- Experience managing and developing databases and email marketing platforms
- Demonstrated ability to organise and prioritise work to meet competing deadlines
- Experience writing fundraising proposals and grant applications
- Knowledge of and interest in contemporary visual art
- A relevant tertiary qualification (e.g. marketing, communications, philanthropy, arts management)
- Flexibility to undertake work outside of regular office hours as required.

Desirable

- Experience with public advocacy and/or capital fundraising campaigns.