

Job Title:	Business Development Director
FTE:	1 FTE, 37.5 hours per week
Salary:	\$70,000 per annum + 9.5% superannuation
Reporting relationship:	Reports directly to Executive Director Direct reports Gala Manager and Development Coordinator; Communications Officer; Café Manager; Retail and Front of House Manager

About the role:

The purpose of the Business Development Director is to develop and drive the organisation's self-generated revenue strategy, which includes the IMA Annual Gala, tiered philanthropic program, foundations and trusts, IMA Gallery Shop, and a soon to be opened café. Working alongside the Executive Director, and with the Assistant Director, Programs and Operations, the Business Development Director will form part of the executive team which will lead the IMA's vision, goals, and strategic priorities.

This role will manage a small and high performing team to develop and deliver a comprehensive and strategically envisioned Business Development Plan, which will increase the IMA's annual turnover through fundraising, philanthropic investment, and earned income opportunities. The Business Development Director will oversee the implementation of a strategic marketing plan and increase overall brand visibility within international, local, and domestic markets.

The Business Development Director will also work with the executive team to contribute to the IMA's business operations, in particular:

- contributing to major funding applications and acquittals;
- high level stakeholder management, including philanthropists, trusts,
- financial management, including developing and monitoring budgets

Standard working hours are Monday-Friday, 9am-5pm, however due to the nature of this role, the employee will be required to work outside of office hours for program events, donor events, and others. Regional and interstate travel may also be required.

About IMA Business Development:**Tiered Patrons Program**

In 2010, the IMA assembled a group of donors called the Commissioner's Circle. This program has proved hugely successful, boosting our income significantly and cultivating an intimate group of committed and passionate donors. To secure the institution's philanthropic future we have launched a new tiered annual-giving model to fill gaps in mid and high-level contributions. These are:

- Friends (\$250+)
- Trailblazers (\$750+)
- Commissioner's Circle (\$2,000+)
- IMA Foundation (\$4,000+)

Annual Gala

The IMA's Annual Gala is one of Brisbane's most anticipated fundraising events. Launched in 2015, the Gala is a critical annual activity for the IMA, generating over \$57,000 (net) through an auction, donations, and an exclusive cocktail party.

IMA Gallery Shop

The IMA Gallery Shop has functioned as an independent store since January 2017. Over the following four years, the Gallery Shop will expand the stock we carry (publications, local and handmade ceramics, jewellery, etc.), continue with IMA editions and publications, and place a stronger focus on public programs such as book launches, book club events, and Gallery Shop After Hours.

Café/Bar

In 2019 the IMA enhanced its street level visibility by launching the IMA Belltower, an annual exhibition and projection program dedicated to Queensland artists. Alongside this the IMA is also launching our new café business, which will provide an important anchor point for audiences and events and is set to substantially increase earned revenue by 2024.

Sponsors and Corporate Donors

The IMA has also been growing our relationships with corporate donors and sponsors. Between 2016–2019 the IMA has engaged corporate cash sponsors through the Annual Gala and had secured vital in-kind support. From 2020–2024 the IMA is seeking to create new opportunities for sponsorship outside of the Annual Gala.

Key Accountabilities:**Business Development**

- Work closely with the Executive Director to plan for and deliver the goals and activities outlined in the IMA’s Strategic Plan, mission, and vision
- Lead the delivery of all business development activities, including:
 - Develop and implement a four-year Business Development Plan, which aligns with the IMA’s broader strategic priorities and results in increased revenue through philanthropic, business, and sponsorship activities
 - Work closely with the Communications Officer to deliver a strategic marketing plan, and achieve increased brand recognition and visibility
 - Build outstanding relationships with a wide range of stakeholders, including donors, sponsors, local business, corporate sector, and partners and service as required
 - Work closely with the Gala Manager and Development Coordinator to deliver and grow the IMA Annual Gala
 - Plan and implement an annual program of development activities, including stewardship, partner and fundraising events
 - Set and meet annual fundraising targets through proactive and strategic delivery of the fundraising strategy
 - Proactively identify key trusts and foundations who could support the IMA’s vision, and draft, submit, and acquit applications
 - Work closely with the Gala Manager and Development Coordinator to implement a CRM and comprehensive fundraising database
 - Manage and grow IMA Gallery Shop and editions, with support from the Retail and Front of House Manager
- Ensure the IMA meets its financial, legal, and governance obligations through:
 - Financial management, including monthly reviews of Profit and Loss with Executive Director, Assistant Director, Programs and Operations, Bookkeeper, and Treasurer

- Working closely with the Café Manager, closely monitor café sales, profit margins and expenditure
- Liaising with IMA Board, including preparing reports and meeting minutes, and coordinating the AGM

Additional Tasks

- Attend any IMA, stakeholder and industry events as required
- Any other duties as directed by the Executive Director