

<b>Job Title:</b>	Assistant Director – Development and Operations
<b>FTE:</b>	1 FTE, 37.5 hours per week
<b>Salary:</b>	\$70,000 per annum, pro rata + 9.5% superannuation
<b>Reporting relationship:</b>	Reports directly to Executive Director Direct reports Retail and Front of House Manager

**About the role:**

The purpose of the Assistant Director – Development and Operations is to develop and drive the organisation’s self-generated revenue strategy and oversee general management responsibilities. The IMA’s non-Government revenue includes the IMA Annual Gala, tiered philanthropic program, foundations and trusts, venue hire, and the IMA Gallery Shop. Working under the Executive Director, and alongside the Assistant Director – Programs and Operations, the Assistant Director – Development and Operations 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 deliver the IMA’s Development Strategy, which will increase the IMA’s annual turnover through fundraising, the IMA Gala, philanthropic investment and earned income opportunities.

The Assistant Director – Development and Operations will also be responsible for operational management, including preparing Board papers, AGMs, funding acquittals, insurances, ensuring constitutional and legal obligations are met, including NFP reporting requirements.

Standard working hours are between 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 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, honouring seminal

Queensland artists and raising vital funds for the IMA through an auction, donations, and 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 placing a stronger focus on public programs such as book launches, book club events, and Gallery Shop After Hours.

### **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:**

#### **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 planning of the IMA Annual Gala, including entertainment, venue, logistics, catering, sponsorship
  - Lead the implementation and production of event itself
  - Secure sponsorship for IMA Annual Gala, including Gala Partners and in-kind partners
  - Work closely and consultatively with IMA Gala Ambassadors and Auction Ambassadors
  - Oversee all marketing and printed collateral in the lead up to and for the event
  - Manage the Gala Auction, including artists and online bidding platforms
  - Manage invite list and ticket sales, including VIPs and complimentary tickets
- Lead the delivery of all IMA development activities, including:
  - Review and implement the IMA’s four-year Development Strategy, which aligns with the organisations broader strategic priorities and results in increased revenue through philanthropic, business and sponsorship activities
  - Build outstanding relationships with a wide range of stakeholders, including donors, sponsors, local business, corporate sector, and partners and service as required
  - 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
- Manage and grow IMA Gallery Shop and editions, with support from the Retail and Front of House Manager

### **Administration and Finance**

- Manage annual development budget, including income and expenditure
- Manage private giving administration including payments schedules, invoicing, thank you letters
- In consultation with the Executive Director, set annual donation targets and implement strategies to achieve or exceed
- Prepare high quality grant submissions, grant acquittals and monthly/annual reports
- Regularly report on all areas of responsibility

### **Operational**

- Oversee general office duties including IT, stationery orders, cleaning and office administration
- Ensure the IMA meets its financial, legal, and governance obligations through:
  - Preparation of applications and reporting for multi-year funding and project funding, along with relevant supporting material
  - Maintaining insurance policies for all IMA operations
  - Managing compliance with obligations under the IMA Constitution, Charities Act, and Corporations Acts
  - 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

### **About the IMA**

Since 1975 the Institute of Modern Art has been the hub of the Brisbane's contemporary art scene, presenting an annual program of exhibitions, public programs, publications, and offsite programs by Queensland, Australian, and international artists.

As one of Australia's leading independent contemporary art spaces, our 2021-2024 vision is to become a truly inclusive, sustainable, and future focused organisation. Through our artistic programs, which include exhibitions, publications, offsite projects, and public programs, we **invest in the local, shape the national, and impact the international.**

### **About you**

We are looking for an energetic and capable individual, who is passionate about contemporary art and is ready to take the next step in their career. You will use your

business acumen to grow the IMA's overall visibility and increase self-generated revenue through a range of experiences, events, and products. Highly motivated, professional and level-headed, you will enjoy working in a small team and busy environment, while able to balance competing priorities and multiple projects. You will possess outstanding team and stakeholder management skills and have a demonstrated track record of building strong relationships with the private sector, including donors, trusts and corporate businesses. Your capacity to lead innovative business development initiatives will set you apart, as will your ability to consistently meet development targets.

### **Selection Criteria** **(Essential)**

- Proven experience working in business development, fundraising or other relevant role, especially in the arts or not for profit sector
- Strategic thinker, who is highly motivated to achieve organisational objectives and targets
- Outstanding relationship builder with extensive experience managing stakeholders and stewarding donors
- An effective and dynamic leadership style, that draws upon high level communication, interpersonal and management skills to set expectations and track team performance
- Strong organisational and time management skills, with the ability to manage multiple projects at once
- Understanding and passion for arts and culture
- Financial management skills, including experience in setting, tracking and managing budgets; understanding cost benefit ratios and profit margins; applying for, securing and acquitting trust and foundation funding; attracting philanthropic investment

### **(Desirable)**

- Experience working in the arts sector, preferably small to medium and/or visual arts
- Knowledge of building brand recognition and utilising branding for business development
- Has a Marketing Degree, MBA or equivalent
- Experience in marketing and/or public relations
- Experience in product development

### **Application Process**

- For more details, including the position description, please visit the IMA's website: [ima.org.au](http://ima.org.au)
- If you have further questions about the role, please contact Liz Nowell, Executive Director at [recruitment@ima.org.au](mailto:recruitment@ima.org.au)
- Applications must consist of a one-page cover letter, two-page (maximum) response to the Selection Criteria, a CV, and the names and contact details of

- three professional referees emailed as a single Word document or PDF with your name and the position title as the document's name
- Applications should be sent to Liz Nowell, Executive Director, at [recruitment@ima.org.au](mailto:recruitment@ima.org.au) by **Thursday 3 June 2021**. Shortlisting will quickly take place and interviews will be held on **Tuesday 8 and Wednesday 9 June 2021**. If you are unavailable on these dates, please note your alternate availability in your cover letter

The IMA values diversity in the workplace. Aboriginal and Torres Strait Islander people, people with disability, LGBTIQ+ people and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.