

## Position Description

<b>Position:</b>	Business Development & Experience Manager
<b>Organisation:</b>	Tauranga Art Gallery
<b>Location:</b>	108 Willow Street, Tauranga
<b>Reports to:</b>	Director
<b>Direct Reports:</b>	4
<b>Permanent Position:</b>	40 hours/ week

<b>About Us:</b>	
<p><b>Tauranga Art Gallery Toi Tauranga</b> 108 Willow St Tauranga</p>	<p><b>He Tauranga Matarau – to be an anchorage for diversity.</b></p> <p>Tauranga Art Gallery is a key cultural landmark in Tauranga central. Launched in 2007, the Gallery creates industry-leading art experiences which engage, inspire, challenge and educate.</p> <p>As a public art gallery, we value, represent and advocate for the rich and broad ranging visual arts culture in Aotearoa New Zealand. We strive to cater for an increasingly diverse population of artists and visitors, creating opportunities for all to access, learn and experience art. TAG strives to be hub for cultural inclusiveness and Māori experiences, engaging a range of stakeholders to promote Tauranga's unique identity and to enable Tangata Whenua engagement. We value fruitful and enduring exchanges with iwi.</p>
<p><b>Vision:</b> Toi Tū Tauranga – To a build life-long relationship with art</p> <p><b>Mission:</b> To create exceptional art experiences that engage, inspire and challenge.</p>	

## **Position Purpose:**

This role is responsible for

Managing a team, where your strategic and targeted approach to attracting audiences and stakeholders will ensure that the Gallery offers an 'exceptional art experience' and builds a strong profile on the local, national, and international stage.

Managing and nurturing stakeholder relationships; and delivering sponsorship and fundraising strategies. Building on and identifying private and public revenue streams and commercial opportunities to enable the Gallery to develop exhibitions, and leading public and education programmes.

## **Key Responsibilities:**

### **Leadership and management**

- Provide effective leadership and motivation of the Business and Experience team to ensure maximum performance, including recruitment, induction, performance, training, and professional development.
- Build and nurture a team culture that embodies the values of Te Tiriti o Waitangi and the Tauranga Art Gallery Staff Charter.

### **Experience and Marketing development**

Develop and oversee the implementation of a new Tauranga Art Gallery Visitor Experience and Marketing Strategy and Action Plan that builds enduring relationships with art and:

- Identifies audiences and stakeholder segments and strategies to grow
- Connects Tauranga Art Gallery's exceptional art experiences to our people and our city
- Promotes the Gallery as a leading cultural institution and establishes our identity on the local, national, and international stage
- Enriches the visitor experience; attracts and builds visitation online and to the Gallery
- Creates an exceptional experience from the 1<sup>st</sup> moment of engagement encompassing marketing, communications, front of house, retail, café, and events.

### **Fundraising and Sponsorship**

Revise and implement a Tauranga Art Gallery Fundraising strategy and action plan that:

- Achieves annual revenue targets
- Identifies and promotes the Gallery as a leading cultural institution and develop long-term patron, corporate and funding partnerships
- Identifies the generation of new revenue streams for the gallery
- Identifies mechanisms to build and retain meaningful relationships
- Ensures sponsor and funder relationship goodwill is maintained and enhanced
- Works closely with the Gallery Director, Senior Curator and Exhibitions Manager and as required the Tauranga Art Gallery Trust Board
- Ensures sponsor/funder agreements and contractual obligations are met

- Promotes stakeholder and funder relationships.
- Prepare, and with the approval of the Gallery Director, submit funding applications and sponsorship proposals to local and national funding trusts/entities, local and central government authorities, and agencies.
- Establish and manage the regional and national database/calendar for all grant and sponsorship applications.
- Provide regular updates and communication on funding applications with the TAG team and ensure acquired funding used for the designated purpose

## **General**

- Actively work towards achieving the Gallery's annual business plans
- Work in a collaborative manner with the Gallery Director and the TAG team
- Undertake any training and development required to meet the requirements and scope of the position
- Participate in any team or group activities to help achieve the overall objectives of TAG
- Contribute to a safe and constructive working environment
- Ensure behaviour is always in line with company values
- Undertake any additional duties that may be reasonably required

Key Competencies	Qualifications and Experience
<ul style="list-style-type: none"> <li>• <b>Relationships</b> – establishes strong relationships with key sponsors, stakeholders and the TAG team, and builds a wide and effective network of contacts inside and outside the Gallery.</li> <li>• <b>Formulate Strategies</b> - Leads the development and implementation of Experience, Fundraising and Sponsorship strategies ensuring alignment with the Gallery’s plans, targets, and values, and enhances supporters and stakeholder satisfaction, engagement, and positive experiences.</li> <li>• <b>Communicating</b> – Responds quickly to the needs and feedback of our sponsors, stakeholders and the TAG team and demonstrates effective written, verbal and listening skills.</li> <li>• <b>Influencing and Negotiating</b> – Makes a strong personal impression on others, gains clear agreement and commitment, and is focused on stakeholders and sponsors satisfaction, delivering quality service in line with the Gallery’s standards.</li> <li>• <b>Inclusivity</b> - understands why inclusivity is important for the Gallery and fundraising. Seeks to understand people’s different cultures, ideas, and experiences.</li> <li>• <b>Planning and Organising</b> – sets clearly defined objectives, planning activities well in advance and effectively accomplishes tasks and expected deadlines</li> <li>• <b>Financial management</b> - Recognises the importance of financial processes involved in fundraising and sponsorship activities. Demonstrates due diligence and complies with financial processes fully.</li> <li>• <b>Manages Risk and Reputation</b> - Recognises the importance of complying with processes and procedures designed to maintain and protect the reputation of the Gallery.</li> <li>• <b>Attention to detail</b> – excellent attention to detail and organisation skills to manage fundraising and sponsorship applications to effectively secure funding</li> </ul>	<ul style="list-style-type: none"> <li>• Experience and success in securing financial and strategic partnerships.</li> <li>• Industry experience in securing and managing sponsor relationships.</li> <li>• Excellent communication, interpersonal and negotiation skills</li> <li>• Competent budgeting and accounting skills and some experience working with customer databases.</li> <li>• A creative thinker with an ability to find imaginative ways of using the Gallery to engage business partners.</li> <li>• Demonstrated proven ability to work independently and integrate successfully into a team environment, and to utilise available resources to achieve targets.</li> <li>• An empathy and understanding of the role of a public art gallery at a regional and national level.</li> <li>• Excellent personal presentation</li> <li>• The ability to manage resources efficiently and work within a team environment.</li> <li>• An understanding of Māori culture, values, and protocol</li> <li>• An understanding of the Treaty of Waitangi and its principles</li> <li>• Full and current drivers’ licence</li> <li>• A broad network of industry and business contacts and some knowledge of the regional business environment would be desirable.</li> <li>• An interest in the art world and culture and experience at developing business within the arts sector would be a strong advantage</li> </ul>

**OBLIGATIONS AND EXPECTATIONS**

Employee obligations and expectations are outlined in the Tauranga Art Gallery Employee Handbook and Health and Safety Handbook.

Signed:

I understand and accept the requirements of the position described [above](#).

Print Name:

Date:

tauranga art gallery

toi tauranga