

## POSITION DESCRIPTION

**Position:** Head of Academy Business Development and Relations

**Contract:** Full Time – *Temporary 2 year Fixed-term contract*

**Reports to:** Deputy Executive Director

**Commencement date:** July 2019

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## POSITION PURPOSE

The Head of Academy Business Development and Relations will work collaboratively across the Company, Kelvin Grove State College campus and the wider education community to develop and implement the Academy business strategy, strengthen informal links, deepen formal partnerships and consolidate future collaborations to ensure long-term confidence and ongoing engagement with the QB Academy product.

This position requires a dynamic, organised and creative individual to work closely with the Academy Directors to map, research and integrate highly creative and transformational opportunities that serve QB Academy's goal to leverage and directly contribute to wellness across society, knowledge sharing across sectors and sustainability through the lens of the "business of ballet".

**#This role requires some inter and intra state travel**

## ABOUT QUEENSLAND BALLET

Queensland Ballet is a vibrant, creative company which connects people and dance across around the world and nurtures emerging local talent by presenting exciting new works in an intimate studio series. With a culture of creativity and collaboration, complemented by an active program of engagement with our communities, Queensland Ballet has become the central hub for dance in the State. Our dancers are acclaimed for the technical excellence and versatility, and our annual program offers diversity in style, audience focus and geographic reach, with performances in Brisbane, tours around Queensland, Australia and the world, and a far-reaching community engagement program: *creating magic, enriching lives*.

The facilities at Queensland Ballet's home in Thomas Dixon Centre in Brisbane's West End allow the Company to offer a full range of training and community access programs, including public dance classes. We are committed to providing a pathway for young talent through our Academy programs and dedicated to the pursuit of artistic excellence, dance education and innovative presentation of classical repertoire. With bold and confident ambitions for the future, including a three site: one vision strategy for our home infrastructure, we proudly build upon the legacy of many creative and gifted artists and arts-enablers who have been part of the Company's rich history since 1960.

## PRINCIPLES OF COMMITMENT

With bold intentions to be unconstrained we will ***create magic and enrich lives*** by delivering across four core pillars: Artistic, Academy, Arts for All and Cultural Spaces.

Influenced by **five principles of commitment**, all that we do and all that we are will remain true to the **four core pillars**:

1. **World class** in all that we do – We will **connect** with international best-practices to inspire impactful excellence on stage, in studio, in business and in community.
2. **Creative** in every endeavour – We will **nurture** our artform, artists, students and arts workers by remaining nimble and open to possibilities.
3. **Queensland** in our hearts – We will **celebrate** our growing state and share its developments and spirit on the world stage.
4. **Wellness** across society – We will **research**, develop and deliver initiatives that positively impact all dimensions of wellbeing; *social, cultural, emotional, physical, environmental and intellectual*.
5. **Sustainable** practice – We will build a **resilient** 'business of ballet' that anchors all of ballet's potential in longevity and legacy.

## REPORTING RELATIONSHIPS

This Community Engagement Coordinator is a direct report.

This position also has close working relationships with the Head of Academy Operations, Head of Marketing and Head of Strategic Engagement.

## RESPONSIBILITIES

### TALENT PIPELINE ACTIVATION

- Plan and deliver a range of high-quality community activations (onsite, offsite and online - for targeted age groups) within budget and on time to broaden the talent pipeline.
- In collaboration with the Academy team and in consultation with the Marketing, Communications and Engagement team drive a talent engagement and studio engagement strategy to ensure current, new and alumni students and families are meaningfully engaged and advocating for enrolments.
- Build a strong record of broadening the admissions pipeline across the globe, to ensure high quality intakes are happening year on year, and financial targets are being met.

### MARKETING AND COMMUNICATIONS

- In collaboration with the Head of Academy Operations and in alignment with broader company Marketing policies and procedures, develop and drive an Academy communication and marketing plan that realises the Academy's and Company's Artistic Director's vision and overall company goals.
- Guide the storytelling, publishing of key communication and marketing collateral and reciprocal collection of feedback so that the stakeholder experience is heightened.
- In consultation and collaboration with key internal and external stakeholder's devise and implement innovative initiatives to project the strong QB Academy brand and ensure QB Academy achieves the bold goals in the 2019 – 2021 Strategic Plan.
- Lead the general marketing activities for the Academy training program including sourcing images, copywriting, proofing and testing.

## PARTNERSHIPS AND RELATIONS

- Represent the Company as a panellist, representative and/or respondent to communities of practice, user groups, committees, working groups, industry bodies, government organisations and specialist services.
- Facilitate meetings, develop pitch materials, steward partners and lead the negotiation of agreement terms and develop contracts with key personnel and stakeholders across the performing arts sector and new industries including non-arts organisations.
- Manage and monitor contractual obligations and milestones of all partnerships, measuring satisfaction levels, quality standards, operational and engagement objectives, ensuring accurate and timely financial reporting, and demonstrating firm adherence to budgets and cash-flow timelines.

## **BUSINESS MANAGEMENT**

- Conceptualise opportunities by examining current research, scanning operational objectives and restraints, prioritising business improvement opportunities and scoping for gaps between internal policies, procedures and plans and external opportunities and circumstances.
- Establish and apply robust tools and processes to manage the day-to-day workflow of the QB Academy across all deliverables to ultimately attain goals, remain within budget, maximise productivity and ensure sustainability.
- Prepare and provide advice including research, reports, business analysis, submissions, briefings, correspondence, business plans, financial modelling and marketing and communication strategies that evidence local, national and global knowledge.
- Oversee the day-to-day workflow of the Community Engagement Coordinator.

## **LEADERSHIP**

- Provide exemplary leadership by offering advice, knowledge and support to all direct reports and other relevant stakeholders to ensure resilience and commitment underpin a solution-focused approach.
- Continually provide informal coaching of all direct reports, to ensure a high performing team that is aligned to Queensland Ballet's vision is capable of delivering on all required outcomes within expected timelines against the Company strategy and team plan.
- Effectively manage others through the provision of ongoing performance management and adequate professional development, including upskilling and succession planning.

## **SELECTION CRITERIA**

1. Tertiary qualifications in Marketing/ Business or a related field.
2. Minimum 4+ years' experience in an Education/ Training setting or a similar field where the engagement of multiple stakeholder groups, including families and children is part of business as usual.
3. Experience using website content management systems, online marketing tools including social media as well as a strong understanding of brand campaigns and associated design and print processes.
4. Ability to work effectively as a team member contributing to a productive and positive work environment in times of significant, bold growth and the ability to actively seek nourishing personal and professional opportunities to ensure an inspired contribution to the team.
5. Exceptional project management skills including the ability to manage budgets, prioritise workflow and meet strict deadlines.

## **GENERAL INFORMATION**

### **Recreation Leave**

20 working days per year (pro rata)

### **Personal/Carer's Leave**

Ten working days per year (pro rata)

### **Probationary Period**

Six months from commencement.

### **Hours of Work**

Office hours are nominally 9.00 am to 5.00 pm, Monday to Friday but the appointee is regularly required to be available to work at events after hours and on weekends. Some inter and intra state travel may also be required.

### **Salary**

Salary will be negotiated with preferred candidate. Superannuation is paid into the superannuation fund of your choice, currently at the rate of 9.5%.

## **BENEFITS**

Queensland Ballet provides a supportive and collaborative team environment combined with the opportunity to play an integral role in a dynamic and progressive organisation that is paving the way for the future of Ballet in Queensland.

Queensland Ballet offers all employees access to weekly dance classes and various other health and well-being initiatives.

## **APPLICATION PROCESS**

To apply for this position please forward a covering letter, current resume and statement addressing the selection criteria via mail to:

Candice Sheldon

Head of Human Resources

Queensland Ballet

PO Box 3791

South Brisbane QLD 4101

Or via email [joinus@queenslandballet.com.au](mailto:joinus@queenslandballet.com.au).

Referees will be sought from candidates following the interview process.

Applications close 5pm Friday 19 July 2019. Applications received after this time may not be considered.

Unsuccessful candidates will be notified via email on completion of the recruitment process.

For further information or for a confidential discussion please contact the Head of Human Resources on (07) 3013 6666. We respectfully advise that no agency applications will be considered at this time.

*To reflect the diversity of the communities and people with whom we engage, we seek to hire a workforce that is both representative and diverse. With a focus on inclusion, accessibility and flexibility, we are committed to supporting you in your career with Queensland Ballet.*