

Position:

McClelland Business Development Manager

McClelland is a unique 51-year-old open-air public art gallery on 16 hectares of natural bushland. We champion the value of Australian culture through a specific focus on sculpture and its connection to the environment. We are committed to high quality creative experiences while supporting contemporary artists to develop, create and present their work.



McClelland From Above.

Purpose

McClelland is Annie May McClelland's cultural gift, in honour of her brother Harry McClelland a painter, to the local community of Frankston.

McClelland's purpose is to promote public understanding, education, and the experience of sculpture and contemporary artistic practice in an Australian bushland environment.

Vision

To be Australia's pre-eminent open-air arts gallery that champions the unique value of Australian culture and its connections to the environment.

Values

- Respect for Australia's First Nations People, their unceded country and waters
- Artistic and scholastic rigour
- Space and time for contemplation beyond everyday life
- Inclusive experiences for all people
- Innovation and risk taking
- Environmental sustainability
- Financial acumen



Louise Paramor, Top Shelf, 2010. Photo by Mitch Pelns Ross.

Position Description

Person Specification

McClelland seeks a dynamic and committed business development professional with excellent business networks and a record in attracting investment, including philanthropic donations, and developing opportunities in alignment with the strategic direction of the organisation.

The successful candidate must be a person with:

- innovative & entrepreneurial thinking
- successful experience with donor stewardship and major philanthropic gifts
- successful experience grant writing

- A passion for making positive community change and giving creative opportunities and a voice to artistic, learning, and environmental programs
- An ability to thrive in an environment where they are given considerable freedom and independence
- Resilience and supportive of change to develop new avenues to generate profitable income streams

The role is full time, five days per week and will require some work out of hours, travel, and off-site work. The successful candidate may have a flexible work arrangement, though most of the role is to be onsite at McClelland.

Key Responsibilities

- Identify, operationalise, and grow commercial business opportunities and incomes streams to enhance revenue and financial sustainability. [Currently these include philanthropy, education programs, hospitality (a café and private functions and events), public events and a shop.]
- Develop and implement the overall fundraising strategy (to be developed for 2022-25), including donor (philanthropic, corporate, and private) engagement, retention and acquisition and the effective use and management of the eTapestry CRM system
- Seek sponsorship opportunities including income, equipment, professional services, and collaborative partnerships
- Relationship management and cultivation of key corporate financial partnerships strategic alliances and sponsors
- Grant writing, and grant management, to philanthropic foundations and Government at all levels
- Work with the McClelland Team and Board to ensure sustainability of existing programs and to develop innovative programs
- Train and equip the McClelland Team in business development strategies and best practice
- Effectively network at senior levels within the local community, the arts industry, and the political sphere to raise the profile of McClelland and ultimately drive revenue



Education program at McClelland, 2022. Photo by Mitch Pelns Ross.

Skills & Experience

- Tertiary qualifications and substantial experience at a management level in business / economic development or commerce
- Exceptional understanding of philanthropy, knowledge of 'best practice strategies and trends in philanthropy with strong experience strategically developing and leading fundraising including major and annual giving programs, prospect identification, cultivation, and stewardship
- Outstanding relationship management and people skills to build and maintain relationships with Board members, existing and potential donors, philanthropic trusts and Foundations, corporates, volunteers, and other staff
- Advanced written and oral communication skills, negotiation and presentation skills, and experience writing a range of grant applications and proposals
- Proven ability managing human, physical and financial resources
- Strong time management skills with proven ability to manage several projects at once. To prioritise work and to work effectively to meet tight deadlines
- Familiarity with general computer packages such as Microsoft Office and database systems used for fundraising (eTapestry would be ideal but not essential)
- A commitment to and passion for the arts, environment, and development of thoughtful cultural experiences
- Driver's License

Selection Criteria

Essential Criteria

- A minimum of 5 years' experience at a management level in business / economic development
- A minimum of 8 years' experience in philanthropy and income generation, in or within charitable giving from individuals, private client services or sales ideally
- Demonstrated well developed relationship building skills and a record of success with developing and maintaining a strong network of contacts
- Demonstrated advanced communication and people skills (written and face-to-face), with the ability to liaise confidently and diplomatically both externally and internally at all levels and with individuals from a variety of cultures and backgrounds
- Demonstrated well-developed human, physical and financial resource management and established experience monitoring performance against plans and budgets, as well as the ability to deal with confidential and sensitive information with absolute discretion
- Demonstrated advanced time and planning skills, with the ability to deliver a variety of events to a high standard and work calmly under pressure to meet multiple tight deadlines
- Demonstrated well developed computer literacy – including knowledge of Windows based applications, Word, Excel, Outlook, Customer Relationship Management databases, and Internet applications

Desirable Criteria

- A keen interest in, and commitment to, the work of McClelland and knowledge and understanding of the arts markets and the key players and collectors within this sector both in Australia and overseas
- Able to demonstrate a background in participating in strategic development and the devising and implementing of plans for income generation campaigns.
- Entrepreneurial, initiative-taking, and self-motivated, with a flexible approach and ability to work unsupervised on daily tasks and to use initiative to achieve results in a fast-paced environment.
- A creative, innovative, and imaginative approach to attracting new business with the ability to think outside the traditional function.

Key Performance Indicators

- Achievement of business KPIs
- Achievement of fundraising targets.
- Ensure high level of benefactor engagement and year-to-year retention levels.
- Successful delivery of all development events, on time and within budget.
- Collaboration with internal and external stakeholders to achieve ambitious development targets and organisational goals.
- Demonstrated positive working relationships with all the McClelland Team

Based on experience a commensurate salary will be negotiated with the successful candidate.

Enquiries to Lisa Byrne,
Executive Director
lisa.byrne@mcclellandgallery.com

How to apply:

Please submit the following **by Friday 27th May 2022** to

gallery@mcclellandgallery.com with subject heading: - Business Development Manager Application

- Your CV (3x A4 pages maximum)
- Responses to the selection criteria, no more than 4 pages total
- An example of a fundraising campaign you developed, and stewarded
- The names of three professional referees.
- Referees will not be contacted without prior request to the applicant.