



Creative Caldera Inc invites applications for the position of

- **Murwillumbah Arts Trail 2019 - Sponsorship coordinator**

Creative Caldera Inc is proud to stage the Murwillumbah Arts Trail. As a flagship event of cultural, community and economic significance in the region, it requires a sponsorship coordinator with talent and flair for

- attracting sponsorship both in-kind and financial from whatever sources are appropriate for an event of this significance
- ensuring the business and wider communities are apprised of the opportunities to sponsor and support the event
- negotiate with the Creative Caldera / MAT19 committee ensuring return on investment for sponsors to ensure ongoing support is commercially attractive, socially valid and community-affirming
- develop a system of sponsorship that reflects the imperatives of funding such an event, the need for wider engagement and that has a simplicity that is attractive to donors or sponsors
- working closely with a committee of skilled volunteers who will shape the message and ensure congruence with the MAT19 theme and branding
- interaction on a personal level that is clearly targeted at generating support and translates into effective cash or in-kind sponsorship
- generating in-kind sponsorship to specifically address the needs of the event – for example, printing, signage, beverages, gallery space, the raft of necessities to stage the event
- demonstrating the effectiveness of sponsorship reach and economic agency through various metrics aligned with the acquittal of various funding sources
- accurately changing the pitch and 'tone' of sponsorship pitches to attract a more diverse engagement from large-scale businesses
- exploiting new ways of attracting new markets and wider audience for MAT19
- humour, interpersonal skill and the capacity to work with a team of volunteers
- working closely with the Creative Caldera committee or its delegate(s) to achieve broad support for the venture

The stipend for the position will be 15% of the cash sponsorship value and a negotiated 10% of the notional in-kind value.

The payment schedule will be determined by funding arrangements. However it will be incremental and subject to effective acquisition of sponsors. Creative Caldera would expect to pay remunerations for cash sponsorship on every \$20 000 received.

The working hours are determined by negotiating with the Creative Caldera committee. Clearly the on-site time and workload will increase as the event approaches. The sponsorship coordinator will work principally from home but must maintain contact with the organising committee to ensure effective role supervision and clear communication. The committee may nominate one member to liaise with people in the paid roles. Occasional face to face meetings will be necessary.

Applications should be limited to a PDF of less than 1000 words and include links to past achievements, web presence and other relevant material. Please, before December 15, 2018, email your application to both:

calderacreative@gmail.com and karissa.ball@gmail.com (we are in the process of moving emails to the new committee)

Michael Simmons and Karissa Ball
On behalf of the Creative Caldera Committee