

Position Description: National Partnerships Manager

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	National Partnerships Manager
Business Unit & Location	Membership and Partnerships, Sydney
Reports to	Senior National Partnerships Manager
Direct reports	Nil

Position Purpose	The National Partnerships Manager plays a key role in supporting the Senior National Partnerships Manager to achieve the Property Council's revenue goals and cultivate strong relationships with partners and sponsors. This role requires a proactive and results-oriented approach to partnership development and management.
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Relationships	
Key Internal Relationships	<ul style="list-style-type: none"> National Membership and Partnerships Director Membership and Partnerships team Chief Operating Officer Chief Executive Group Executive, Policy and Advocacy Executive / Commercial Directors Geographic and specialist division teams National Events and Programs Research Academy Research Media, Communications & Marketing
Key External Relationships	<ul style="list-style-type: none"> Property Council members Partners / Sponsors Venues Suppliers

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Sponsorship and Partnership Development	<p>Identify, research, and cultivate relationships with sponsors and partners.</p> <p>Lead negotiations and develop customised partnership packages that align with the Property Council's strategic objectives.</p> <p>Oversee the fulfillment of partnership benefits, ensuring exceptional delivery and value for sponsors.</p> <p>Conduct post-event analysis and identify areas for improvement.</p>	<p>Number of new high-value partnerships secured.</p> <p>Total revenue generated from partnerships.</p> <p>Total revenue generated from advertising.</p> <p>Sponsor/partner satisfaction and retention rate.</p> <p>Adoption and impact of new products/services.</p> <p>Actionable insights and implemented improvements from post-event analysis.</p>
Relationship Management	<p>Build and nurture deep, long-term relationships with sponsors, partners and advertisers, fostering open communication, trust, and mutual success.</p> <p>Collaborate with the Membership team to identify opportunities for cross-promotion and engagement between sponsors/partners and members.</p>	<p>Evidence of long-term client relationships.</p> <p>High partner satisfaction & repeat business.</p> <p>Evidence of closing leads generated by the Membership team.</p> <p>Positive feedback on relationships.</p>
Financial	<p>Contribute to meeting sponsorship budgets for the national business units (currently National Events and Programs, Research and Academy).</p> <p>Forward any leads for other products and services (eg Research products, Academy courses or advertising sales) to the right business unit to close the relevant deals.</p> <p>Secure sponsorship income for national events, as directed and for the determined amount.</p>	<p>Sponsorship revenue targets consistently met or exceeded.</p> <p>Advertising lead targets met or exceeded.</p> <p>Accurate and timely invoicing and payment processing.</p> <p>Minimal outstanding payments and collection issues.</p> <p>Accuracy and timeliness of billing.</p> <p>Timeliness of payments received.</p> <p>Budgeted targets met or exceeded.</p>
Partnership Fulfillment & Oversight	<p>Deliver quality experience and benefits for sponsors and partners</p> <p>Smooth and efficient coordination between the partnerships team and event coordinators.</p> <p>Proactive identification and resolution of any challenges or conflicts that may impact benefit delivery.</p>	<p>High levels of sponsor satisfaction with the delivery of partnership benefits in event surveys</p> <p>Smooth and efficient coordination between the partnerships team and event coordinators</p> <p>Issue free delivery of partnership benefits at all events.</p>
CRM and pipeline	<p>Capture and qualify all new leads using CRM.</p> <p>Convert qualified leads into opportunities and maintain accurate sales forecasts.</p>	<p>All leads are managed through CRM from first contact through to decision stage.</p>

	<p>Update member information regularly, ensuring data accuracy and completeness for targeted campaigns.</p> <p>Regularly review and analyse the sales pipeline, removing old leads and updating opportunity stages.</p> <p>Maintain data integrity by cleaning and updating CRM data regularly.</p>	<p>All member data is updated in CRM to ensure accuracy of records.</p> <p>Pipeline is actively managed and old leads are closed monthly.</p> <p>Revenue forecasts are presented accurately.</p>
Sales Collaboration and Alignment	<p>Foster collaboration and knowledge-sharing among commercial directors to drive national sales strategy implementation.</p> <p>Actively work with Membership Managers to ensure a strong lead pipeline is driven internally.</p>	<p>Increased collaboration and communication among commercial directors.</p> <p>Improved sharing of best practices and sales insights.</p> <p>Evidence of closing internally generated leads.</p> <p>Evidence of joint problem-solving and coordinated sales efforts.</p>
People and Culture	<p>Proactively champion and role model a one-company culture and our company values. Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p>

Requirements including essential criteria

Experience and skills	<p>Previous experience in sponsorship/business development, event sales/marketing, event experience.</p> <p>Demonstrated success in marketing and selling services and/or securing sponsorship income.</p> <p>Demonstrated self-confidence with a high level of interpersonal skills and ability to interact at all levels.</p> <p>Ability to work in a complex environment.</p> <p>Resilience to deal with competing priorities and or setbacks.</p> <p>Self-motivation and demonstrated ability to work to deadlines independently and with limited supervision, but clear direction.</p> <p>Well-organised and strong attention to detail, and process driven.</p> <p>Team player with a can-do attitude.</p>
Knowledge	<p>MS Office</p> <p>Ability to use CRM/sales tools.</p>
Education	<p>Degree qualified in a marketing, communications or business discipline is preferred.</p>
Associations /Memberships	<p>None</p>
Physical & environmental demands	<p>Work outside of business hours, at times, to attend conferences. Some interstate travel.</p>

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