

Role Description

Manager, Corporate Partnerships



Role Description Fields	Details
Department/Agency	Australian Museum
Division/Branch/Unit	Marketing, Communications & Partnerships
Role number	51016680
Classification/Grade/Band	Clerk Grade 11/12
Senior executive work level standards	Not Applicable
OSCA Code	561131
PCAT Code	1119192
Date of Approval	August 2026
Agency Website	https://australian.museum

Agency overview

The Australian Museum acknowledges that we operate on the lands, waters and skies of many First Nations Peoples. As Australia's first museum, we share the responsibility of advocating for Country and honouring First Nations Peoples and knowledges.

The Australian Museum (AM) operating within the NSW Department of Creative Industries, Tourism, Hospitality and Sport cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: *To ignite wonder, inspire debate and drive change.*

The AM vision is: *To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.*

For more information, visit the [website](https://australian.museum).

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The Manager, Corporate Partnerships is responsible for developing and implementing the Australian Museum's (AM) corporate partnership strategy, including identifying priority assets, financial targets, and high value prospects. The role ensures the AM's revenue streams—both cash and inkind—are secured and grown through strategic, mutually beneficial partnerships and value prospects.



This position leads the partnerships team to achieve sales targets, cultivate new business opportunities, steward existing partner relationships, and ensure all contractual obligations are delivered to a high standard. Reporting to the Director, Marketing, Communications & Partnerships, the Manager is a key contributor to the AM's strategic direction and organisational success.

Key accountabilities

- Lead the development and implementation of strategies to maintain and grow the number and value of the AM's cash and in-kind partnerships, aligned with corporate strategic priorities.
- Develop and manage relationships with established partners, ensuring contractual benefits are delivered on time, within budget, and to a high standard.
- Lead and support the partnerships team to proactively seek, secure, and consolidate new and existing partnerships.
- Manage the partnerships team, including planning, financial management, resource allocation, team development, and performance management, fostering a culture of innovation and success.
- Prepare and manage partnership budgets and financial reports and conduct cost benefit analyses to evaluate partnership effectiveness.
- Manage events, including partner functions and prospecting activities, as required.
- Represent the AM professionally, project a positive organisational image, work collaboratively across teams.

Key challenges

- Balancing competing priorities to achieve revenue targets within agreed timeframes.
- Ensuring all partnerships align with AM business priorities and comply with AM policies and governance requirements.
- Staying informed about industry trends and effectively competing with similar organisations for corporate support.

Key relationships

Internal

Who	Why
AM Executive	• Support relationship building with senior executives and key contacts from existing and prospective partners-building with senior executives and key contacts from existing and prospective partners • Provide expert advice on AM partnerships • Receive direction on corporate strategic priorities • Contribute to organisational direction as a member of the Management Team
Director, Marketing Communications and Partnerships	• Receive direction, support and guidance
Marketing, Communications and Partnerships division and other AM business units	• Foster communication and collaboration • Increase organisational buy in for partnership activities and programs-in for partnership activities and programs
Trust	• Provide reports, information and briefings as required

External

Who	Why
AM Current and Prospective Partners	• Maintain and strengthen relationships • Negotiate and execute partnership agreements • Ensure contractual benefits are delivered on time and within budget • Identify and initiate business opportunities that support AM priority projects.
Other external stakeholders (for example AM visitors, consultants, contractors, suppliers, media and government agency contacts)	• Exchange information and provide assistance • Deliver excellent customer service • Represent the AM professionally and ethically.

Role dimensions

Decision making

This role:

Is fully accountable for managing the AM's partnerships portfolio and the partnerships team, including setting financial targets and approving operating expenditure for Partnerships.

Works autonomously within the direction provided by the Director, Marketing, Communications & Partnerships and in accordance with AM policies and procedures.

Refers matters to the Director when they involve significant changes to project outcomes or timeframes or require higher administrative or financial delegation.

Is empowered to make decisions related to the role's major accountabilities and to prioritise workload daily.

Reporting line

This role reports to the Director, Marketing, Communications, & Partnerships

Direct reports

Two direct reports plus contractors, volunteers and interns as required

Budget/Expenditure

\$2+ million

Key knowledge and experience

- Extensive experience in developing and implementing successful partnership strategies, including business development and account management.
- Strong stakeholder management skills, with the ability to steward high-value partners and negotiate mutually beneficial agreements
- Experience leading and developing teams to meet sales and performance goals
- Financial acumen, including budget management and cost-benefit analysis
- The ability to manage competing priorities and deliver results within tight timeframes

Essential requirements

- Tertiary qualifications or equivalent experience in partnerships, sales and marketing or a related discipline.

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business

enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	- Respond constructively when in high pressure and unpredictable situations - Give frank, honest advice in response to contrary views - Be open to criticism of your ideas and respond in a thoughtful and considered way - Welcome new challenges and persist in raising and working through novel and difficult issues - Develop effective strategies and be decisive when dealing with emotionally charged situations and difficult issues - Support and lead change and overcome discomfort when things are complicated, uncertain or unclear	Advanced
 Relationships	Communicate Effectively Communicate clearly, pay attention to others and respond with understanding and respect	- Present with credibility, engage diverse audiences and test whether they understand you - Translate technical and complex information clearly and concisely for different audiences - Create opportunities for others to contribute to discussion and debate - Set an example by promoting information sharing across your organisation - Manage complex communications that involve understanding and responding to multiple and divergent viewpoints - Explore creative ways to share information and communicate with diverse audiences - Leverage insights from people with lived experience to shape communication and engagement strategies - Write clearly, concisely and persuasively in a range of styles and formats	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
 Relationships	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	- Promote an inclusive, customer-focused culture in your organisation and consider new ways of working to improve customer experience - Ensure that your organisation's systems, processes, policies and programs collect customer feedback and insights, and use these to inform your response to customer needs - Initiate and develop partnerships with customers to define and evaluate service performance outcomes - Promote and manage partnerships within your organisation and across the public, private and community sectors - Communicate with senior stakeholders about key issues and provide expert and influential advice - Consider customers' experience when designing business processes and improving services - Encourage new ideas and creative ways to involve customers in designing business processes and improving services	Advanced
 Results	Deliver Results Achieve results by using resources efficiently and committing to quality outcomes	- Use your professional knowledge and the expertise of others to drive organisational and government objectives - Create a culture of achievement, fostering on-time and on-budget quality outcomes for the organisation - Identify and remove potential barriers to achieving outcomes - Establish systems to ensure all staff can identify direct connections between their work and your organisation's outcomes - Identify, recognise and celebrate success - Set and communicate high-level priorities for your organisation to achieve government outcomes	Highly Advanced
 Business Enablers	Procurement and Contract Management Understand and use procurement processes to ensure effective purchasing and contract performance	- Follow legal, policy and organisational guidelines and procedures for procurement and contract management - Write well-structured procurement documents that clearly state the business needs - Monitor procurement and contract management processes to ensure they are open, transparent and competitive - Monitor procurement and contract management risks, and take steps to manage or mitigate them when selecting suppliers and overseeing contract performance	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		- Evaluate tenders and select providers in an objective and rigorous way, in line with relevant guidelines and principles - Escalate procurement and contract management issues with your supervisor when needed	
 Business Enablers	Project Management Understand and use effective ways to plan, coordinate and control projects	- Understand all components of the project management process, including the need for change management to achieve business benefits - Prepare clear project proposals and accurate estimates of required costs and resources - Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements - Identify and evaluate risks associated with the project and develop mitigation strategies - Identify and consult with stakeholders, including people with lived experience to inform the project strategy - Communicate the project's objectives and its expected benefits - Monitor the completion of project milestones against goals and take steps to address any problems - Evaluate progress and identify improvements to inform future projects	Adept
 People Management	Manage and Develop People Engage with and motivate staff, and develop their capability and potential	- Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes - Adjust performance development processes to meet the diverse abilities and needs of individuals and teams - Develop work plans that consider capability, strengths and opportunities for development - Be aware of the effects of bias when managing team members - Seek feedback about your management capabilities and develop strategies to improve on them - Address and resolve team and individual performance issues, including unsatisfactory performance, promptly and effectively - Monitor and report on team performance in line with established performance development frameworks - Develop positive relationships to ensure cultural safety and trust between team members	Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes, however, may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
 Personal Attributes	Manage Self	Be persistent, self-reflect and commit to learning	Advanced
 Personal Attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Advanced
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Advanced

Capability group/sets	Capability name	Description	Level
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 Results	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
 Business Enablers	Technology	Understand and use available technology to maximise efficiencies and effectiveness	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
 People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
 People Management	Manage Reform and Change	Support and champion change, and help others to engage with change	Adept