



MANCHESTER ANIMATION FESTIVAL

Head of Partnerships & Development (Freelance role)

Contract	Part-time Freelance (will involve some weekend and evening work)
Fee	£1250 per month
Working Days	5 days per month, which can also be worked as half days.
Responsible to:	Festival Director and Executive Producer

Manchester Animation Festival is the UK's largest animation Festival and the largest film festival in Manchester; with a range of events including screenings, masterclasses, Q&A's, workshops, panel discussions, an industry market and much more. The festival is undergoing a significant expansion following its most successful edition yet, which took place over 6 days in November 2022.

The festival team is seeking a new Head of Partnerships & Development, who will be responsible for sourcing new sponsorship funding for the organisation along with developing existing relationships with partners, sponsors, and funders in public and private sectors.

Main Purpose of the Role

The key purpose of this role is to raise the required funding to ensure Manchester Animation Festival can continue its upwards trajectory as the UK's key animation event and increase the operational & creative capacity of its activities.

The postholder will be expected to maintain long established corporate partnerships with organisations such as University of Salford, Jellyfish Pictures, Marks & Clerk, ScreenSkills, the BBC and a strong portfolio of Animation companies from around the UK. As well as nurturing these relationships in addition to identifying new corporate partners to increase revenue at the festival.

The post holder will also be expected to independently initiate, build and sustain long-term fruitful relationships with new commercial partners, representing and selling the benefits of working with the UK's largest animation event. The post holder is expected to have experience of managing and meeting financial targets, and they will bring strong interpersonal and problem-solving skills to the role.

This position is supported by the Senior Management Team which consists of the Festival Director, Executive Producer, Producer and Finance Director as well as a Board of Directors led by Blue Zoo's Tom Box.

Job Description

Sourcing new commercial and corporate sponsorship for the organisation along with developing existing relationships with partners, sponsors, and funders; to generate revenue for the festival's 2023 programme.

The role includes:

- Manage and develop existing sponsor relationships and lead on contractual obligations i.e. ensuring benefits are delivered and branding regulations are met
- Identifying, researching and delivering mutually beneficial partnerships and sponsorship opportunities
- Working with the Senior Management Team to create a sponsorship strategy and pitches for the 2023 festival edition and beyond
- To achieve significant sponsorship targets in line with the annual budget, business plan, creative vision and brand which are agreed with the SMT
- Representing MAF at meetings and events
- Feeding into the festival evaluation report
- Being available for meetings and phone calls as required and to attend Senior Management Team and Board meetings.
- Growing the global reputation of Manchester Animation Festival as one of the most significant animation festivals in the world maintaining the positive profile of the event and its artistic and commercial success
- Ensuring MAF continues to operate in a stable, legally compliant, and financially responsible way
- Reporting to the Board, key funders, and sponsors.
- To travel across the UK (and possibly some international travel) to attend meetings and events when required.

Person Specification

A person experienced with raising funds within arts and film organisations through sponsorship, with a track record of securing significant income funding from both corporate and commercial partners; who can work independently to research and craft a strong case for financial support of the festival.

Essential Skills

- Minimum of 2 years' experience of sponsorship, fundraising or sales within Film and/or Arts orgs
- An understanding of working with sponsors and their requirements
- Experience in producing and completing sponsorship fundraising strategies

- Excellent written communication skills
- Experience of developing and maintaining external relationships
- Working to deadlines and close attention to detail
- Interpersonal and problem-solving skills
- Confidence at account management, with individuals at varying levels of seniority.

Desirable Skills

- Experience of working with statutory funding bodies, this would feed into work our bid writers do
- An interest in animation is desirable but not essential