



ROMANCE WRITERS OF AUSTRALIA

Position Description - Relationship Manager

Position title: Relationship Manager

Committee position: Portfolio Holder

Volunteer commitment: 5-7 hours per week (approximately)

Reporting to: RWAus Committee

About us

Since 1991 Romance Writers of Australia (RWAus) has been helping writers all across Australia (and beyond!) to follow their dreams. We provide support and inspiration while actively fostering opportunities for our members to engage in professional development, network with industry professionals, and pursue excellence in their writing and publishing careers.

The Role

The role of the Relationship Manager is to deepen key customer relationships and provide strategic account management supporting the needs of RWA and our Internal and External Stakeholders.

Responsibilities

Committee

- Provide regular Committee reports on the actions undertaken within the Relationship Management portfolio.
- Be the liaison between the Committee and Professional Industry Partners
- Develop and maintain initiatives to ensure continued engagement from our Industry Partners and identify new opportunities to strengthen ties.

Relationship Management - Industry Partners

- Development and delivery of corporate sponsorship proposals for Publishing Houses and Industry Providers
- Facilitation of internal and external communications, inclusive of measuring results and outcomes
- Management and creation of Sponsorship programs for the Annual Romance Writers of Australia conference
- Build and maintain strong external relationships with existing and potential sponsors
- Work closely with the marketing and events team to produce quality external communication documents, inclusive of sponsorship marketing materials
- Work with the committee to develop high quality, commercially successful event sponsorship models in line with industry trends and market demands
- Work in conjunction with the Events Management Team to deliver Sponsorship inclusions

Skills and experience

- Current financial member of RWA.
- A working knowledge of the organisation’s structure.
- Ability to develop strong relationships across the organisation.
- Excellent communication, organisational, and interpersonal skills.
- Proven experience in external and internal stakeholder engagement and management (desirable)

DOCUMENT CONTROL			
Drafted by:	Relationship Manager - Jem McCusker	Date:	27/06/2023
Approved by:	RWA Committee	Date:	
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