

ROLE STATEMENT

ROLE TITLE	Head of Commercial & Partnerships	POSITION NO.	TBA
CLASSIFICATION	AS08	REVIEWED DATE	September 2025
PORTFOLIO	Office of the CEO	AGENCY	History Trust of SA
ANZSCO CODE	5111		

ABOUT THE ROLE

The History Trust of South Australia receives the majority of its annual funding through State Appropriation but depends on generating additional income to fully deliver its strategic objectives, meet long-term obligations, and secure its sustainable financial future.

The Head of Commercial and Partnerships is a newly established leadership position designed to expand the Trust's capacity for growth, resilience, and innovation. This role will form and lead a new function dedicated to developing diverse, sustainable Commercial streams and strategic partnerships that enhance the Trust's financial strength, and thus its capacity to deliver cultural, educational, and public impact.

Success in this position requires a deep understanding of the History Trust's broad network of stakeholders and collaborators, as well as the complexities of delivering commercial, partnership, and philanthropic initiatives within a publicly funded cultural organisation. The role demands a balance of entrepreneurial vision and disciplined stewardship, guided by the Trust's purpose, values, and statutory responsibilities under the *History Trust of South Australia Act 1981*.

The Head of Commercial and Partnerships will lead the creation and implementation of new initiatives, drive new revenue, forward-thinking business, commercial, and partnership strategies, and programs of work that integrate commercial viability with public value. This includes identifying and activating new income-generating opportunities and cultivating new philanthropic and corporate partnerships.

Working closely with the Chief Executive Officer, the role will represent the History Trust in meetings, forums, and strategic collaborations as required. The role will work to embed a commercial and partnerships lens across the entire organisation, ensuring new revenue and collaborative thinking informs decision-making at every level. Over time, this role will build and lead a high-performing team responsible for grant writing, major gifts, and sponsorship activity.

Ultimately, the Head of Commercial and Partnerships will play a central role in positioning the History Trust of South Australia as an enterprising and future-focused institution, where commercial success and public purpose work hand in hand to preserve, celebrate, and activate South Australia's history.

Reporting/Working Relationships

- Reports to CEO, History Trust of South Australia
- Works closely with the History Trust of South Australia Board of Trustees.
- Works closely with the History Trust of South Australia Strategic Leadership Group
- Works collaboratively with key staff leads across the organisation.



Why Join the History Trust of South Australia?

The History Trust connects people with the stories that shape our state. We put history to work, helping South Australians understand the past and make better decisions about the future. Through our collections, museums, events and education programs, we use history as a training ground for thinking about the impacts of the choices we make. Joining the History Trust means contributing to work that strengthens learning, civic life and community understanding across South Australia.

Benefits of Working with Us

Looking for a role that combines a deeper purpose with your skills? At the History Trust of South Australia, we do things a little differently. We leap at opportunities and create our own, and we practise what we preach by giving people the space to test ideas, learn, and keep improving. We welcome ambition and, most of all, gumption, the resourcefulness, creativity and tenacity needed to get things done. This is a role suited to someone who enjoys variety, initiative, and developing practical solutions. Alongside meaningful work, you will find a collaborative culture and flexible working arrangements where possible.

SECTION A: Results to be Achieved

Strategic Commercial Leadership

- An integrated commercial and partnerships strategy is developed and implemented, in alignment with the History Trust's Strategic Plan and annual business objectives.
- Business plans are operational, with six-month, three-year, and ten-year horizons to guide clear growth trajectories for each asset of the History Trust.
- New and sustainable income streams are established and grown across philanthropy, sponsorship, commercial operations, grants, and enterprise development.
- Commercial and partnership targets are clearly defined, regularly monitored, and performance outcomes reported to the Chief Executive and the Board.
- Strategic partnerships are secured across business, government, education, and cultural sectors to advance the Trust's mission and public profile.
- Commercial activities, including retail operations, venue hire, merchandise, and tourism offerings, are strengthened and aligned with brand standards, visitor experience goals, and the Trust's financial objectives.

Brand, Communications, and Stakeholder Engagement

- Commercial and partnership communications are consistent with the History Trust's brand, purpose, and stakeholder messaging.
- The Trust's visibility and reputation are enhanced through strategic engagement with government, business, and strategic partners.
- The organisation is actively represented at key industry events, reinforcing its leadership within South Australia's cultural, heritage, and tourism sectors.

Leadership and Organisational Development

- A new unit and high-performing team of the History Trust is developed over time across partnerships, fundraising, and commercial operations, and it delivers effective new revenue-building and fundraising functions.
- A culture of collaboration, accountability, and innovation is fostered across all portfolios.
- The Head of Commercial and Partnerships contributes as an active member of the Strategic Leadership Team, shaping organisational planning, policies, and cross-functional projects.
- Organisational capability and confidence in revenue generation and partnership management are strengthened across the organisation.



Specific Requirements

Essential

- Extensive senior-level experience in business development, fundraising, philanthropy, sales, tourism, and/or related fields within competitive commercial environments.
- Highly developed analytical and strategic thinking skills, including the ability to interpret legislation and policy, and prepare and analyse budgets, financial models, and business forecasts.
- Exceptional interpersonal, communication, negotiation, and presentation skills, with a demonstrable track record of building and sustaining productive relationships with diverse stakeholders, including government, corporate, philanthropic, and community partners.
- Demonstrated leadership and people management experience, fostering a collaborative, high-performing team culture.
- Proven ability to provide clear, concise, and strategic written and verbal briefings on complex or sensitive matters to Executive teams and Boards.
- Demonstrated ability to apply significant levels of independent judgment, political nous and delegated authority in resolving complex and strategic problems, with demonstrated capacity to manage and deliver multiple concurrent projects, priorities, and deadlines.
- Demonstrated ability to work under very broad direction, collaboratively across multiple portfolios and departments.
- Genuine commitment to community and educational impact, aligned with the History Trust of South Australia's purpose, values, and behaviours.

Desirable

- In-depth knowledge of South Australia's cultural and philanthropic landscape.
- Familiarity with CRM systems and using data to inform strategic decision-making.

SECTION B: Selection Criteria

TECHNICAL EXPERTISE

- Proven track record in strengthening and sustaining the financial health of a business or organisation.
- Strong analytical capability in using data, financial reports, and performance metrics to inform decisions, monitor progress, and drive team accountability and improvement.
- Demonstrated expertise in developing and executing integrated revenue strategies encompassing philanthropy, sponsorship, commercial partnerships, retail, and visitor engagement.
- Skilled in using market intelligence and audience insights to develop compelling business cases, partnership proposals, and communications that secure stakeholder support and funding.
- Proven ability to anticipate and respond to drivers and obstacles to change, identifying strategic opportunities that strengthen long-term financial sustainability.

PERSONAL ABILITIES

- Acts with integrity, professionalism, and a strong commitment to ethical behaviour.
- Demonstrates adaptability and resilience when responding to shifting priorities, emerging challenges, and complex stakeholder environments.
- Maintains a collaborative, consultative leadership style that builds trust and shared purpose across teams, partners, and the wider community.



- Encourages creativity, innovation, and continuous improvement, fostering a culture that values experimentation and constructive challenge to existing systems and processes.
- Exhibits sound political awareness and judgement, anticipating sensitivities and ensuring decisions are informed by stakeholder perspectives and reputational considerations.
- Models optimism, composure, gumption and accountability under pressure, setting a positive example for teams and colleagues.

EXPERIENCE

- Proven track record in developing and maintaining productive relationships with a broad range of internal and external stakeholders, including corporate partners, donors, government agencies, and boards.
- Proven ability to influence and negotiate effectively across diverse viewpoints, achieving outcomes that balance commercial success with community benefit.
- Record of proactively identifying and introducing future improvements to processes, systems, and business models to enhance the long-term viability.

Additional Requirements

All employees commit to valuing and respecting the needs and contributions of First Nations employees and visitors, and to developing intercultural capability, including engagement with the Culturally and Linguistically Diverse (CALD) community.

Engagement in this role is subject to a satisfactory Department of Human Services Working With Children Check, with renewal required every five years.

The role may require out-of-hours work, as well as intrastate and interstate travel.

All History Trust of South Australia employees are required to work in accordance with the Code of Ethics for the South Australian Public Sector, as well as relevant policies, procedures, and legislative requirements, including but not limited to:

- Work Health and Safety Act 2012 (SA)
- Return to Work Act 2014 (SA)
- Equal Employment Opportunity (including prevention of bullying, harassment, and intimidation)
- Children's Protection Act 1993 (Cth) – Notification of Abuse or Neglect
- Public Interest Disclosure Act 2018
- Disability Discrimination legislation
- Information Privacy Principles
- Relevant Awards, Enterprise Agreements, Public Sector Act 2009, History Trust of SA Act 1981, and OCPSE Determinations and Guidelines
- Relevant Australian Standards
- Applying the principles of the South Australian Government's Risk Management Policy as appropriate
- Maintaining accurate and complete records of business activities in accordance with the State Records Act 1997

This role is based in the Adelaide CBD, however it is required to travel between our three sites located in Birdwood, Port Adelaide, and Adelaide CBD. Depending on operational needs, the incumbent may be required to transfer to other History Trust locations, either permanently or temporarily, to perform work appropriate to their classification, skills, and capabilities, in accordance with the relevant provisions of the Public Sector Act 2009.

Work Health and Safety

This role requires the incumbent:



- Leads workplace safety procedures and programs
- Proactively ensures all direct reports understand workplace health and safety requirements and responsibilities.
- Leads and participates in health and safety discussions in the workplace.
- Identifies hazards, assesses risks, and implements procedures for controlling risks.
- Implements procedures for dealing with incidents and emergency events.
- Maintains appropriate workplace safety records.
- Implements procedures for managing injured workers.

Role Acceptance

I have read and understand the responsibilities and organisational context as outlined in this role statement and agree to adhere to the values of the SA Government and History Trust of SA as described within this document.

Occupant Name

Occupant Signature

Date

