# Role Description

## Sponsorship Manager

*Note: The detail contained within this role description is indicative only and should be used as such by clubs to adapt to their needs.*

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| **ROLE INFORMATION** | |
| **Purpose** | The Sponsorship Manger is responsible for managing the recruitment, retention and ongoing engagement and servicing of club sponsors. |
| **Responsibilities** | The Sponsorship Manager is responsible for coordinating all aspects relating to the sponsorship of the club including:   * Developing sponsorship categories and options to accommodate and service different prospective sponsors. These categories and options should be approved by the committee and aligned to the allocated budget and financial targets. * Coordinating with the Treasurer appropriate sales targets that are reflected within the annual budget. * Coordinating with Marketing and Communication Manager (if applicable) to develop a Sponsorship Proposal and/or marketing material to attract and secure new and existing sponsors. * Acting as the primary contact for all sponsorship matters and enquiries. * In partnership with the Secretary, maintaining an up to date record of all sponsorship contracts and payments. * Managing professional and ongoing relationships with sponsors including ensuring all sponsorship agreements are honoured and expectations and needs are met. * Conducting an annual review of all sponsorship agreements including: assessing performance against financial targets and seeking feedback from sponsors to secure ongoing support and involvement and/or understand where further value can be created for them. |
| **People Management** | No direct reports but responsible for developing and managing external professional relationships with sponsors. |
| **Budget Management** | An operating budget may be available for marketing/promotional activities and should be determined and managed in association with the Treasurer. |
| Note: Add any additional information/requirements specific to the role that needs to brought to the reader’s attention.   * This position requires a clearance/s to work with children which is an essential component of this role and therefore to continuing employment. * The ordinary working hours for the club can include duty on weekends and evenings. * The successful candidate for this role will be subject to a National Police Criminal History Check prior to appointment. | |

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| **EXPERIENCE AND CAPABILITIES** | |
| **Qualifications and Experience** | * Previous experience in business development and sales management is preferable but not essential. |
| **Knowledge and Skills** | * Excellent and persuasive communication skills, including written and oral. * Strong interpersonal and relationship management skills. * Strong attention to detail and organisational skills. * Professional and friendly attitude and comfortable engaging prospective sponsors. * In-depth understanding of club including its value proposition. |