

POSITION DESCRIPTION

Sponsorship Manager



Committee Role

General committee level position must have a portfolio and a role.

Objectives

- To manage the relationship between the Association and sponsors to ensure that all sponsors are serviced to a high level and are retained on a long-term basis.
- To proactively find opportunities to promote Association sponsors and share social sponsor social media with Association member clubs
- To grow the number of sponsors supporting the Association and optimise revenue and benefits from the sponsorship base.
- To provide support to the executive and non-executive committee members to ensure the efficient management of club sponsorship activities.

Responsibilities

- Coordinate all sponsorship for the Association
- Put in place a sub-committee/team to assist with planning and implementation as required
- Develop proposals for sponsorship packages to be offered by the Association to retain/renew and attract sponsorship for the Association and member club benefit.
- Formulate an annual sponsorship budget and set targets as part of the annual financial planning process.
- Seek out new sponsors to supplement existing sponsors.
- Ensure all sponsorship agreements are honoured.
- Maintain regular contact and develop relationships with sponsors throughout the year.
- Assist other committee members in their duties as required.
- Undertake tasks at the request of the president, executive or general committee.

Relationships

- Reports to the President and liaises with Treasurer/Assistant Treasurer.
- Liaises with sponsors.

Accountability

- The sponsorship coordinator is accountable to the President and Committee of Management.
- Provide a report on its portfolio to the Committee of Management when requested.
- The sponsorship coordinator shall seek ratification from the committee of Management for any sponsorship packages proposed to be offered by the Association and shall thereafter have the authority to act within the limits of the approved packages without reference to the committee.
- Seek ratification from the appropriate committee member prior to committing the club to any financial expenditure or action.