POSITION DESCRIPTION

SPONSORSHIP COORDINATOR

**ORGANISATION DETAILS**

Organisation:

Term of appointment:

Hours per week:

**POSITION OVERVIEW**

The role of the sponsorship co-ordinator is to attract and

retain club sponsors. The position has four key activities:

1. Creating sponsorship packages suitable for their

community of local businesses

2. Engaging and encouraging the current club

participants to introduce sponsors to the club from

their network of friends and friends

3. Ensuring all sponsors are welcomed into the club and

included in club activities

4. Ensuring all previous club sponsors are invited back

to the club as sponsors for the upcoming year

**ORGANISATIONAL RELATIONSHIPS**

Internally Accountable to: Executive Committee, Organisational Members and Volunteers

**KEY RESPONSIBILITIES**

Prior to the season

* Review and if required develop sponsorship categories which seek to grow and expand the sponsorship base of the club
* Provide the committee with the recommendations for all sponsorship types and fees for the upcoming year
* Work with the Club Treasurer to accurately set sponsorship sales targets which will be reflected in the club’s budget
* Liaise with the President and Committee to ensure sponsorship fees reflect the current expectations of sponsors
* Create the sponsorship marketing information which can be provided to club participants so they can sell sponsorships to their network of family and friends
* Have the club website updated to reflect current sponsorship information.
* Ideally your club will be able to sell sponsorship directly from the club website
* Have social media posts created that promote and sell the club sponsorship
* Be the primary point of contact for all sponsorship enquires
* Assist with the collection of sponsorship applications and fees
* Provide details of sponsorship applications to the secretary for maintenance in club databases

During the season

* Review sponsorship sales with the Treasurer to ensure the financial targets for sponsorship sales have been achieved and if not formulate corrective strategies.
* Review all sponsorship pledges to ensure all sponsorship fees have been received
* Ensure that all sponsorship inclusions (such as apparel, merchandise, tickets to games and events) have been provided
* Ensure that all sponsors are welcomed and included in all club activities
* Be the initial point of contact for any issues or complaints from sponsor concerning their sponsorship and entitlements.
* Ensure sponsors receive recognition and acknowledgement certificates (or something similar) for their sponsorships which they can display in their workplace.

Post season

* Ensure that all sponsors are personally thanked by the club for their support throughout the year
* Seek feedback from key sponsors on how the club can continue to create value for them for next year and beyond

Essential Skills and requirements

* Possess strong written and verbal communication skills along with a strong, persuasive personality
* Need to be professional, friendly, organised, energetic and determined in attempting to land sponsors
* Servicing existing sponsors and developing other revenue streams