



Sponsorship Manager

Position Description

Overview

The Sponsorship Manager is primarily responsible for ensuring the Club has a comprehensive sponsorship program that benefits both the sponsors and the Club.

Objectives

- To maximise both the number of sponsors and the revenue generated from the sponsorship base.
- To manage the relationship between the club and sponsors to ensure that all sponsors are serviced to a high level and are retained on a long-term basis.
- To provide support to the executive and non-executive committee members to ensure the efficient management of club sponsorship activities.

Core Responsibilities

- Formulate an annual sponsorship budget and targets in coordination with the Finance sub-committee
- Develop, document and review a sponsorship handbook to attract a wide sponsorship base.
- Maintain and update a business directory.
- Document sponsorship agreements on ECC google drive.
- Seek new sponsors via email, phone, in person, social media etc. and incentivise members to attract sponsors (i.e. through player sponsorship and other benefits).
- Liaise directly with sponsors, maintaining open lines of communication and ensure that they are engaged and aware of club activities (i.e. social functions).
- Liaise with Media Manager to promote sponsors' businesses on social media, newsletter, website etc.
- Encourage members & supporters use of club sponsors via 'Get Chatty' sponsorship loyalty program, maintaining dashboard, running monthly raffles and promotion.
- Coordinate iSponsor program and encourage members/supporters to utilise iSponsor when making purchases.
- Investigate further innovative strategies to raise fund through sponsorship.
- Ensure any agreed club obligations to sponsors are met.

Additional Responsibilities

- Report on sponsorship activities to Executive Committee via Finance Portfolio Manager.
- Train, mentor and support an incoming Sponsorship Manager.

Relationships

- Report to Finance Portfolio sub-Committee leader (Treasurer)
- Social committee (encourage sponsors to donate items for silent auction, prizes and raffles)
- Media Manager to promote club sponsors

Knowledge and Skills Required

- Knowledge of the Club's Strategic and Annual Plans.
- Understand Club Budget.
- Sales skills & organisational skills.

Personal Qualities

- Ability to engage with individuals and businesses.

Expected Time Requirement

Approximately 50 hours per annum.