

SPONSORSHIP COORDINATOR



REPORTS TO Committee

PURPOSE OF THE ROLE

The role of Sponsorship Coordinator is to attract and retain club sponsors. They are to manage the relationship between the club and sponsors to ensure that all sponsors are serviced to a high level whilst being able to maximise revenue from the sponsorship base.

QUALIFICATIONS & DESIRABLE CHARACTERISTICS

- Strong written and verbal communication skills along with a strong persuasive personality
- High level of attention to detail
- Strong organisational skills and professionalism
- Creative in looking at new ways to service and satisfy sponsors
- Ability to build relationships with partners

DUTIES AND RESPONSIBILITIES

Prior, during and post season duties for the Sponsorship Coordinator may include but are not limited to:

- Review and develop sponsorship categories which seek to grow and expand.
- Research sponsorship types and fees, then provide the committee with the recommendations.
- Meet the sponsorship budget target set as part of the annual financial planning process.
- Update the club website to reflect current sponsorship information.
- Assist with the collection of sponsorship applications and fees.
- Be the primary point of contact for all sponsorship enquiries.
- Ensure all contract obligations are met
- Ensure all the sponsors are thanked personally by the club for their support throughout the season.
- Request feedback from key sponsors to review on how the club can continue to create value for the next season.
- Update the sponsorship database with all information relating to club sponsors (e.g. contact details, sponsorship inclusions etc.).
- At the end of the year review and update job description to ensure it continues to reflect the requirements of the role.

TIME COMMITMENT 1 - 4 hours per week or as requested