



### **Our Vision**

“Building on our rich sailing heritage, truly engage and challenge the athletes, showcase our country and our Sport, and capture the imagination of the Australian public.”

## **PERTH 2011 SPONSORSHIP MANAGER**

### **1. Purpose of Role and Responsibilities**

To manage the relationship with Perth 2011’s most important financial contributors. The successful candidate will be able to manage and implement national and international businesses partnerships, manage all contractual aspects of the function and related information so that it is current and easily accessible. The Sponsorship Manager’s position is a servicing role, although the ability to successfully ‘value-add’ through “upselling” is mandatory. The Manager is responsible for the implementation of each commercial partnership and the delivery of the specifics as contracted. The Sponsorship Manager will develop and oversee all aspects of the Perth 2011 Commercial Partners Strategic Plan and will regularly present to companies and liaise with organisations throughout Australia. The successful candidate will also be required to manage the organisation, delivery of sponsor functions and events. Flexibility, enthusiasm and experience in a similar position are essential.

### **2. Reporting/Working Relationships**

This role is responsible to the Director Commercial Operations. The Sponsorship Manager will work alongside other members of the Commercial Operations team including the Marketing & Membership Manager, Sales Manager, Communications Manager and their staff to deliver on the vision of the Perth 2011 ISAF Sailing World Championships in December 2011.

### **3. Special Conditions**

#### **Work hours**

- Outside of normal work hours will be required, including regular evening and weekend work.

## **Travel requirements**

- Intra and inter-state travel may be required.



## **4. Statement of Key Responsibilities/Duties**

### **JOB DESCRIPTION**

- Develop, monitor and manage the Perth 2011 Commercial Partners Strategic Plan.
- Liaise with key stakeholders such as ISAF, Eventscorp and the Federal Government in relation to WA 2011 contractual obligations and undertakings.
- In association with the Director of Commercial Operations, manage the commercial partners budget in line with WA 2011 financial policies and procedures.
- Liaise regularly with current commercial partners, successfully implementing their commercial packages in line with the contractual obligations for WA 2011.
- Assist in the development of proposals and presentations to new potential commercial partners.
- Professionally manage all commercial partner contracts, financial records and associated documentation.
- Report to the Presenting and Major Sponsors in line with the contractual obligations, utilising the approved format.
- Report progress against agreed KRA's to the Director of Commercial Operations on a monthly basis.
- Communicate regularly with all WA 2011 commercial partners via established channels such as the Perth 2011 web site, e-newsletter, membership publications, etc.
- Manage the formal reporting process to all WA 2011 commercial partners on a quarterly basis.
- Co-ordinate all commercial partner functions including the management of sub contractors to deliver functions and corporate entertainment of an exceptional standard.
- Manage all WA 2011 corporate entertainment areas during the Test Event and during the World Championships themselves.
- Deliver all corporate assets to national sponsors on the eastern seaboard as required.
- Represent WA 2011 at all commercial functions in the lead up to and during the World Championships.
- Respond to commercial partner requests and queries in an efficient and timely manner.



## **5. Candidate Specifications**

### **PERSONAL ABILITIES/APTITUDES/SKILLS**

#### **Essential**

- Tertiary qualifications in marketing, business management, commerce or other related fields
- At least six (6) years experience in sports sponsorship or marketing related fields.
- Strong networking and interpersonal skills.
- Proven leadership skills
- Strong communication skills that portray WA 2011 in a professional manner at all times.
- Excellent oral, written (with an emphasis on report writing) and presentation skills
- Outstanding public speaking skills
- Enthusiasm and drive with a commitment to excellence in personal and team performance.
- Strong moral values with a strong work ethic
- Excellent computing skills including proficiency in – Windows, Word, Excel and Power Point
- Ability to think “outside the square” and possess advanced problem solving skills
- Adaptable to change/flexibility and meets challenges “head on”
- Proactive and self-motivated
- A team oriented personality

#### **Desirable**

- Experience in the sport of sailing
- Major Event experience
- Experience working with government bodies
- ASMA or Australian Marketing Institute Membership (or similar professional body membership)



## EXPERIENCE

### Essential

- Tertiary qualifications in marketing, business management, commerce or other related fields
- Experience in a similar sponsorship management position
- Knowledge of the sporting industry
- Experience in dealing with/managing stakeholders/sponsors, including Government officials

### Desirable

- Experience working in a sponsorship role for a sporting body
- Experience working with volunteer groups

## JOB DESCRIPTION AGREED BY:

Sponsorship Manager  
Operations

Name: \_\_\_\_\_

\_\_\_\_\_

Director Commercial

Darren Beazley

\_\_\_\_\_

Date: \_\_\_\_\_



## PERTH 2011 SPONSORSHIP MANAGER

---