



## Marketing & Sponsorship Coordinator

### Responsibilities

The Marketing & Sponsorship Co-ordinator is responsible for overseeing the implementation of the marketing plan as well as the chief organiser of fundraising and sponsorship arrangements.

### Duties

- Form a Marketing & Sponsorship Committee
- Develop (as part of the club plan) in conjunction with the Marketing & Sponsorship Committee the club marketing plan and sponsorship packages
- Identify all available Sponsorship opportunities
- Work with the Treasurer to develop a budget for the marketing plan
- Oversee the implementation of the strategies in the marketing plan
- Set fundraising goals for the club
- Arrange all necessary permits, registrations and approvals for fundraising activities as required
- Submit regular reports to the club committee
- Co-ordinate all sponsorship for all areas of the club
- Meet the sponsorship budget target set as part of the annual financial planning process
- Ensure all existing sponsors are contacted prior to the distribution of new sponsorship packages for the following year
- At the end of every function or activity, reconcile all funds raised with Treasurer
- Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season
- Arrange all sponsor's functions
- Ensure all sponsorship agreements are honoured
- Maintain contact with all corporate sponsors throughout the season
- Maintain strong relationships with all Club sponsors.

### Knowledge and Skills Required

- Can communicate effectively and has good interpersonal skills
- Is positive and enthusiastic
- Is well organised
- Is innovative and dynamic