



# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



**TOURISM.SA.GOV.AU**

# Position Description

## Sponsorship Services Executive

### Purpose of the position

As part of the Sponsorship team, the Sponsorship Services Executive manages the day-to-day relationship of nominated sponsors of Events South Australia owned and managed events, including the Santos Tour Down Under, Tasting Australia presented by RAA Travel and the National Pharmacies Christmas Pageant. The role manages the servicing and fulfilment of contractual obligations to commercial partners and contributes to the strategic growth of sponsorship.

This position plays an integral role in supporting the General Manager, Commercial Sales Manager and Senior Sponsorship Services Manager, not only as part of these events but also supporting other commercial activity across the events portfolio as required.

The Sponsorship Services Executive is an integral part of the Commercial Sales business unit which values a team first, can do, high achieving and growth mindset.

Position Title:	Reports to:	Position Classification:
Sponsorship Services Executive	TBC	Non-Executive
Group / Unit:	Location:	Direct reports:
Events South Australia / Commercial	Level 9, SA Water House, 250 Victoria Square	NIL

### Our Values



#### GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



#### DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



#### CAN DO

We believe there's nothing we can't do as a team.



#### SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

## Essential Criteria

### QUALIFICATIONS

- Tertiary qualification in hospitality, business, commerce, marketing or another relevant discipline

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in sponsorship and management of key stakeholders
- Negotiation skills
- Experience in contract management
- Experience in developing and managing networks and building relationships
- Experience in function management
- Experience in working with teams
- Skilled in written and verbal communications
- Skilled in hospitality and customer service
- Skilled in preparing presentations
- Knowledge of major events and event marketing principles

## Desirable Criteria

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Successful record of developing relationships with private and public sector
- Proven ability to be self-motivated and achieve measurable outcomes
- Demonstrated knowledge of Microsoft Office suite of computer packages

Competencies	
Adaptability / Flexibility	The ability to adapt one’s approach to suit changing requirements in a variety of situations, and to maintain effectiveness with different tasks & people, thereby contributing towards creating an efficient, agile organisation. Recovers from setbacks and maintains a positive outlook when faced with difficult situations
Communication	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
Customer Service	Proactively develops customer relationships by making efforts to listen to and understand the customer (both internal and external); anticipates and provides solutions to customer needs; gives high priority to customer satisfaction.
Initiative	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.
Team Work	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.

## Key Responsibilities

### Account Management

- Key account manager for nominated sponsors
- Manage and attend to requests/enquiries from sponsors in a timely manner
- Build and develop relationships with current and new sponsors and identify and facilitate opportunities for relationship expansion across the organisation
- Identify new business opportunities with existing partners
- Develop activation plans for nominated sponsors that are mutually beneficial
- Facilitate collaboration opportunities between sponsors
- Effectively prioritise and manage workload against priorities
- Provide regular updates to the Sponsorship Manager
- Continually assess service levels and management strategy in line with priorities and investment levels
- Identify risks with commercial partners and proactively seek feedback/resolutions working with the Sponsorship Services Manager and Commercial Sales Manager.

### PERFORMANCE MEASURES

- Expectations and requirements of sponsors are exceeded through regular contact and monitoring
- Favourable outcomes for the event, commercial partner, development and tourism growth

### Benefit Management

- Work with the Commercial Sales Manager to identify the benefits for inclusion in contractual agreements with event sponsors
- Develop relationships with key event sponsors and stakeholders
- Manage the service delivery of benefits to event sponsors, working in collaboration with the event management, operations, marketing, digital and PR teams, to include:
- appropriate infrastructure and theming requirements (branding/signage)
- assisting with execution of agreed corporate functions and corporate hospitality
- accurate recording of income and expenses
- assisting with the post event sponsor debrief process

### PERFORMANCE MEASURES

- Sponsorship benefits are tangible and deliverable to event sponsors
- Sponsorship Agreement obligations are fulfilled in a timely manner
- The expectations of both parties are met or exceeded
- Development and management of successful sponsor functions
- Positive feedback received from key sponsors and stakeholders
- Post-event reports are distributed in a timely manner

## **Strategic Sponsorship Growth**

- Review current agreements to drive sustainable outcomes for the organisation
- Generate ideas to leverage and grow sponsorship
- Present ways to decrease costs to the event or give better value back to the sponsor
- Assist in the development and management of Corporate Hospitality
- Demonstrate broad knowledge of the entire Events SA events portfolio and actively look for opportunities to broaden and deepen partnership

### **PERFORMANCE MEASURES**

- Favourable outcomes for the event, the sponsor, tourism growth and development
- Demonstrate examples of growth from within the existing partner network
- Proactively participate in the creation of event business development growth plans and be accountable for identified actions/outcomes specific to the role

## **Organisational Contribution/Safety Awareness**

- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.
- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

### **PERFORMANCE MEASURES**

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant safety training i.e. safe driver training.
- Knowledge and appropriate application of WHS procedures and policies.

### Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager

**Hitaf Rasheed**  
Executive Director  
Events South Australia

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Signed

\_\_\_\_\_  
Date

Line Manager

**TBC**  
General Manager –  
Commercial Sales

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Incumbent

**Name**  
Sponsorship Services  
Executive

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date