

Position Description

Sponsorship Services Manager

Purpose of the position

The Sponsorship Services Manager is responsible for the day to day management of the Sponsorship Servicing team and personally manages the South Australian Tourism Commission’s (SATC) most strategic commercial partners. This role also plays a key leadership role within the commercial business unit.

The role ensures that the sponsorship servicing function is delivering on or exceeding partner expectations and ensures fulfilment of all contractual obligations. Leading by example, you will demonstrate what “best in class” servicing looks like and will also look to drive strategic growth of our client portfolio.

This position works extremely closely with the Sponsorship Manager to ensure that the partner experience is managed effectively and delivered on as promised and pro-actively facilitates strong, meaningful relationships and communications across our partner organisations.

The Sponsorship Services Manager is an integral part of the commercial sales business unit which prides itself on delivering on its strategic objectives. It also values a team first mentality, a can-do attitude and individuals with a strong commitment to delivering sustainable growth.

Position Title:	Reports to:	Position Classification:
Sponsorship Services Manager	General Manager – Commercial Sales	ASO7
Group / Unit:	Location:	Direct reports:
Events South Australia / Commercial	Level 9, SA Water House, 250 Victoria Square	Sponsorship Services Executive (3 FTE)

Our Values

- Go Boldly** Be brave, back yourself and step outside your comfort zone
- Dig Deeper** Be curious, go the extra mile, and find new ways
- Share the Love** Be passionate, care for others and exceed expectations
- Can Do** Be optimistic, think positively and overcome any challenge

Essential Criteria

Qualifications

- Tertiary qualifications in a relevant discipline including commerce, communications or marketing; (or demonstrable experience in sponsorship servicing, identifying and creating sponsorship assets, sponsorship account management, brand management, intellectual property issues and contract management).

Skills, experience, and knowledge

- Demonstrated experience in sponsorship and management of key stakeholders
- Demonstrated complex negotiation and dispute resolution skills.
- Experience in leading and developing a team
- Highly developed communication skills (including interpersonal, negotiation, influencing and representation) and a proven ability to build and maintain effective relationships both internally and externally with a diverse range of stakeholders.
- High level contract management skills
- Demonstrated client management and relationship management skills.
- Experience in function management
- Experience working with multi-disciplinary teams
- Skilled in written and verbal communications
- Skilled in hospitality and customer service
- Skilled in preparing and delivering presentations
- Knowledge of major events and event marketing principles

Desirable Criteria

Skills, experience, and knowledge

- An understanding of the responsibilities, functions and goals of the South Australian Tourism Commission.
- Experience in marketing, including digital marketing and activations
- An understanding of the sports, arts, and entertainment sectors.
- An understanding of government tenders and contract processes.
- An understanding of public sector financial functions and other business functions.
- Experience working to government procurement policies, acts and regulations.
- 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	The ability to engage and influence others through effective verbal and written communication skills with the ability to communicate information clearly and accurately and resolve conflict with stakeholders at all levels. Substantial writing experience and excellent research, editing and project management skills
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 actions.
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.
Business Outcomes	The proven ability to plan, prioritise, organise, monitor and co-ordinate workloads and meet deadlines under pressure, analyse information and be creative in solving problems. Demonstrated ability to achieve outcomes through other people.

Key Responsibilities

Strategic Account Management

Key Responsibilities

- Key account management of selected high-value strategic partners
- Manage and attend to requests/enquiries from sponsors in a timely manner

Position reviewed: January 2021

- Build and develop relationships with sponsor portfolio 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 General Manager, Commercial Sales and 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 Executives,, Sponsorship Manager and General Manager, Commercial Sales.

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

Key Responsibilities

- Work with the commercial sales team and Sponsorship Services Executives 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

Key Responsibilities

- Review current agreements to drive sustainable outcomes for the organisation
- Generate and implement initiatives 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 South Australia managed events portfolio and actively look for opportunities to broaden and deepen partnerships

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

Staff Management and Leadership

Key Responsibilities

- Communicate precisely and succinctly key objectives, projects and outcomes to the Unit.
- Ensure team members are accountable for delivering upon agreed outcomes and objectives
- Provide team leadership and vision in accordance with SATC values and behaviours.
- Champion the agreed standards, behaviours and expectations of the commercial department.
- Identify opportunities for improving effectiveness, efficiency and productivity in systems and operations.
- Ensure strong communication to commercial sales and event teams on the goals of sponsors, sponsor updates, activations and opportunities, both pre- and post event.

Performance Measures

- Events delivered within servicing budget.
- Plans developed and implemented within agreed timeframes.
- KPI's set and monitored for individuals and event teams.
- Staff satisfaction with feedback and consultation practices.
- Superior performance recognised and rewarded appropriately.

Organisational Contribution/Safety Awareness

- Ensure effective personnel management by managing diversity, staff or volunteer training and development and work 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 Measure

- 100% commitment to WHS
- 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
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel will be required.

Position Description

Sponsorship Services Manager

Purpose of the position

The Sponsorship Services Manager is responsible the day to day management of the Sponsorship servicing team and personally manages the South Australian Tourism Commission’s (SATC) most strategic commercial partners. This role also plays a key leadership role within the commercial business unit.

The role ensures that the sponsorship servicing function is delivering on or exceeding partner expectations and ensures fulfilment of all contractual obligations. Leading by example, you will demonstrate what “best in class” servicing looks like and will also look to drive strategic growth of our client portfolio.

This position works extremely closely with the Sponsorship Manager to ensure that the partner experience is managed effectively and delivered on as promised and pro-actively facilitates strong, meaningful relationships and communications across our partner organisations.

The Sponsorship Servicing Manager is an integral part of the commercial business unit which prides itself on delivering on its strategic objectives. It also values a team first mentality, a can-do attitude and individuals with a strong commitment to delivering sustainable growth.

Executive Manager

Hitaf Rasheed
Executive Director Events
South Australia
Events South Australia

Signed

Date

Line Manager

Clint Hendry
General Manager –
Commercial Sales
Commercial Sales/ Events
South Australia

Signed

Date

Incumbent

Name
Sponsorship Services Manager
Commercial Sales/ Events
South Australia

Signed

Date

Position reviewed: January 2021