**[Club Name]**

position description – sponsorship coordinator

Pony Club is committed to protecting Children from harm. We require all applicants that will work with Children to undergo an extensive screening process prior to appointment.

# REPORTS TO

* Club Committee

# PURPOSE

The role of the Sponsorship Coordinator is to attract and retain club sponsors. The position has four key activities:

* Creating sponsorship packages suitable for their community of local businesses
* Engaging and encouraging the current club participants to introduce sponsors to the club from their network of friends and friends.
* Ensuring all sponsors are welcomed into the club and included in club activities.
* Ensuring all previous club sponsors are invited back to the club as sponsors for the upcoming year.

# Role REsponsibilties

## Prior to the season

* Review and if required develop sponsorship categories which seek to grow and expand the sponsorship base of the club.
* Provide the committee with the recommendations for all sponsorship types and fees for the upcoming year.
* Work with the Club Treasurer to accurately set sponsorship sales targets which will be reflected in the club’s budget.
* Liaise with the President and Committee to ensure sponsorship fees reflect the current expectations of sponsors.
* Create or update the sponsorship marketing information which can be provided to club participants so they can sell sponsorships to their network of family and friends.
* Have the club website updated to reflect current sponsorship information.
* Liaise with the communication coordinators to sell sponsorship directly from the club website or through social or newsletter channels.
* Create social media posts to promote and sell the club sponsorship through social channels.
* Be the primary point of contact for all sponsorship enquires.
* Assist with the collection of sponsorship applications and fees.
* Provide details of sponsorship applications to the secretary for maintenance in club databases
* Ensure all individuals who will need to implement sponsorship arrangements are informed of their role to play in the sponsorship.

## During the season

* Review sponsorship sales with the Treasurer to ensure the financial targets for sponsorship sales have been achieved and if not formulate corrective strategies.
* Review all sponsorship pledges to ensure all sponsorship fees have been received.
* Ensure that all sponsorship inclusions (such as apparel, merchandise, tickets to games and events) have been provided.
* Ensure that all sponsors are welcomed and included in all club activities.
* Be the initial point of contact for any issues or complaints from sponsor concerning their sponsorship and entitlements.
* Ensure sponsors receive recognition and acknowledgement certificates (or something similar) for their sponsorships which they can display in their workplace.

## Post season

* Ensure that all sponsors are personally thanked by the club for their support throughout the year.
* Seek feedback from key sponsors on how the club can continue to create value for them for next year and beyond.

## OTHER DUTIES

* Assist other committee members in their duties as required.

# End of year hand over

## Updating key documents

* At the end of each year a key activity of this role will be to review and revise this position description to ensure it continues to reflect the requirements of the role. The updated position description must be provided to the club secretary one month prior to the Annual General Meeting each year.

## Induction of the incoming position holder

* An important responsibility of the outgoing position holder is to train, mentor and support the incoming position holder.

# CODE OF CONDUCT

* I agree to be bound by the Pony Club Australia Code of Conduct, all National Integrity Framework policies and other rules, regulations and policies of the organisation.

# conflict of interest

* If at any stage you become aware of a personal conflict of interest, real or perceived, they should immediately notify the Club Committee, where it will be noted and managed as required for transparent management.

# EDUCATION & SKILLS

**ESSENTIAL:**

* Hold a current membership with Pony Club.
* Be over the age of 18 years.
* Must have a working with children check registered on the Association database and registered with the organisation as required.
* Must have completed and registered on the Association database the following courses:
	+ Safeguarding Children and Young People in Sport Induction
	+ National Integrity Framework
	+ Anti-Doping Fundamentals
	+ Annual Update

## DESIRED:

* Possess strong written and verbal communication skills along with a strong, persuasive personality.
* Need to be professional, friendly, organised, energetic and determined in attempting to land sponsors.
* Servicing existing sponsors and developing other revenue streams.
* Ability to build a rapport with partners quickly.
* In-depth understanding of what your club has to offer sponsors.
* High level of attention to detail.
* Strong organisational skills.

# TIME COMMITMENT

The estimated time commitment required is XX hours per week.

# Terms of Engagement

One year – position up for re-election at club Annual General Meeting.  Tenure is unlimited.

# Remuneration

This position is undertaken on a voluntary basis.

# Agreement

I, ………………………………………………………………………….., herby agree to accept and undertake the position as outlined above and abide by all Club policies and procedures.

Signed: Date:

Signed: (Board Member) Date: