

## **SPONSORSHIP MANAGER**

### **JOB SUMMARY:**

The Sponsorship Manager is responsible for coordinating the sponsorship efforts of the Students' Union, and for investigating other funding opportunities. This full-time position will focus on developing relationships with new sponsors, and for managing existing relationships. The position will also be responsible for researching and evaluating suitable granting and funding opportunities, and for compiling the information needed to apply for such grants and funds. This position is part of the Programming & Venues department and reports to the Senior Manager of Programming & Venues liaising with the Senior Manager of Marketing & Communications as required.

### **DUTIES AND RESPONSIBILITIES:**

- 1) Develop initiatives to recruit new sponsors
- 2) Develop and maintain solid long-term relationships with sponsors
- 3) Identify granting agencies with potential to fund Students' Union initiatives and venues
- 4) Develop relationships with appropriate granting agencies
- 5) Draft sponsorship packages and grant applications for a variety of SU events, venues and programs
- 6) Ensure that sponsorship packages and grant applications are complete, executed, and updated when necessary by required deadlines
- 7) Ensure that the Students' Union fulfills all of its sponsorship agreements obligations by obtaining all required information from sponsors such as contact information, corporate logos, banners and any other materials specified in the contract
- 8) Regularly review existing Students' Union sponsorship agreements
- 9) Provide accounting and the client with required invoices and paperwork
- 10) Maintain a suitable database of all sponsorship activity such as progress timelines and contract values
- 11) Attend meetings as required
- 12) Perform other job-related duties and projects as required by the Manager of Programming & Venues

### **QUALIFICATIONS:**

1. A University Degree in a related field (or equivalent relevant job experience)
2. Proven negotiating and people skills
3. Experience working with a diverse range of stakeholders
4. Excellent organizational and communication skills (written and oral)
5. The ability to work as part of a larger team
6. The ability to be self motivated and meet many critical deadlines efficiently

### **ASSETS:**

- 1) Previous work within a sponsorship or fundraising position
- 2) An understanding of the culture and goals of post-secondary student associations
- 3) A market understanding of the 18-24 year old demographic
- 4) A desire to work in a constantly changing environment
- 5) Familiarity with Macintosh computers, Microsoft Office (Word, Excel and PowerPoint)