

Mullaloo Surf Life Saving Club

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Family, safety, respect, excellence, integrity and unity

POSITION DESCRIPTION – **MANAGER SPONSORSHIP**

PURPOSE

Working closely with the GM Marketing, the Sponsorship Manager is responsible for the development, positive positioning and ongoing management of the Club's sponsors, grant applications and other fundraising activities. The sponsorship and fundraising objectives will provide revenue for the Club and build positive support from Club members and the wider community, as well as influencing positive opinion and behaviour from current and potential stakeholders.

ROLE AND AUTHORITY

- The position lies within the Marketing portfolio
 - Reporting to the GM Marketing
 - Liaising with the Club's Marketing Administrator, Administration Officer, Retail Manager, Retail Assistant Coordinator and Social Manager
 - Liaising with the GM Marketing to identify opportunities to deliver revenue streams for MSLSC
 - Ensuring efficient and effective communication with key stakeholders
- The position has the authority to initiate in principal sponsorship agreements in collaboration with the GM Marketing, to be signed by the President
- The position has the authority to initiate Grant Applications on behalf of all areas of the Club in collaboration with the GM Marketing
- The position has the authority to endorse fundraising activities according to the club's By-Law 17.2

RESPONSIBILITIES

Sponsorship

- Initiate new sponsorship agreements for the MSLSC
- Maintain currency of sponsorship agreements
- Coordinate and review sponsorship proposals
- Ensure the club's compliance with all obligations contained in sponsorship agreements
- Liaise with GM Marketing to ensure up to date maintenance of the club Register of Sponsors
- Assist with reviews from time to time of the Sponsorship tiers
- Liaise with all other operational areas regarding sponsorship obligations

Grants

- Initiate and promote Grant Applications
- Liaise with all operational areas to ensure communication for available Grants

Fundraising

- Manage and oversee fundraising activities such as the annual SLSA Street Appeal
- Support cross collaboration of all fundraising activities of the club
- Ensure all fundraising sponsorship agreements are in line with each other for the value of the sponsorship ensuring fair opportunities for all sponsors.
- Regular attendance at bi-monthly Managers' meetings
- Timely monthly reporting

KNOWLEDGE AND SKILLS REQUIRED

- a) Good understanding of all Club activities
- b) Financial Member of Mullaloo SLSC
- c) Current holder of Police Clearance certificate
- d) Desirable to have working knowledge of grants
- e) Desirable to have sales experience (+5 years)

Period of Appointment & Time Commitment

- The position has a tenure of 1 year. After this time, the incumbent is able to re-apply for the role.
- An estimated 2 - 6 hours per week to fulfill the role.

REPORTS TO: General Manager Marketing

DIRECT REPORTS: It is suggested that a working group be formed to assist with the role

BUDGET: Amount depends on the requirements allocated by the Board for operating expenses.

Review Date: September 2023

Next review Date:

Reviewed By:

Approved By:

