

# PORT MELBOURNE BASEBALL CLUB

## Position Description

### Job Title: Sponsorship Manager

#### Purpose:

The Sponsorship Manager is responsible for ensuring the Club makes the most of sponsorship opportunities hence raising the largest amount of sponsorships to enable the club to meet budgets.

Sponsorship is also an excellent opportunity to engage and obtain support from and contribute back to local community businesses.

A Sponsorship Manager is appointed for their potential to make real and specific contributions to contribute financially to and present the culture of the Club to the broader community.

#### Key Responsibilities:

- Identify potential sponsors of the Port Melbourne Baseball Club.
- To develop and implement a sponsorship strategy to maximise the number of sponsors supporting the Club and generate revenue via cash, vouchers or goods.
- To manage the relationship between the Club and sponsors to ensure that sponsor commitments are achieved and serviced to a high level ensuring retention on a long term basis.
- To provide support to the Committee to ensure the efficient management of Club sponsorship activities.
- Manage the relationship including regular contact between the Club and sponsors to ensure that the contract obligations are implemented and achieved and the sponsor serviced to a high level ensuring retention on a long term basis.
- The Sponsorship Manager shall seek ratification from the Committee on sponsorship packages offered by the Club and shall thereafter have the authority to act within the limits of the packages.
- Seek ratification from the Treasurer and Committee prior to committing the Club to any financial expenditure or action.

#### Reports to:

- The Committee.
- President.
- Treasurer.

#### Qualifications:

- Can communicate effectively.
- Good at networking.
- Well organised, pleasant manner, patience, problem-solving ability, dependability.

#### Support:

The Committee will be available for questions and assistance.