



## POSITION DESCRIPTION

### SPONSORSHIP AND PARTNERSHIP COORDINATOR

**TITLE:** Sponsorship and Partnership Coordinator

**DEPARTMENT:** Commercial Operations

**LOCATION:** Thornbury, Melbourne

**REPORTS TO:** Sponsorship and Partnership Manager

#### KEY STRATEGIC PRIORITIES:

**Staying Ahead of the Game** | Develop and implement a BA Commercial Strategy.

#### DIMENSIONS

Number of reports (direct and indirect)	(0)
Budget responsibility:	As per agreed budget

#### Purpose of Role (Why does this role exist?)

1. Primarily responsible for assisting the Sponsorship & Partnership Manager in growing commercial revenue by coordinating new partnerships and business opportunities.
2. To coordinate sponsor events and activities where applicable.
3. To coordinate all corporate and event uniform requirements.
4. To increase the National Merchandising Program (NMP) revenue to assist in funding the RBM program.
5. To monitor compliance within the NMP by licensed manufacturers, STA'S, clubs and members.
6. To develop and implement new licensing products via BA's eStore.

#### Key Areas of Responsibility

1. Service Sponsors and Partners including regular reporting and evaluation ensuring all parties are satisfied with relationship.
2. Develop sponsorship packages to prospect and procure sponsorship and partnership opportunities in existing and new markets.
3. Coordinate and deliver event trade displays
4. Sourcing and ordering uniform, event apparel and merchandise items.

5. eStore back end, fulfilment and business development.
6. Increase NMP revenue and ensure compliance within the NMP.
7. Respond to Licensees, retailers and members NMP enquiries.
8. To provide a variety of apparel options to the bowls member based on quality and accessibility of purchase.

### **Key Outcomes**

1. Service Sponsors and Partners including regular reporting and evaluation ensuring all parties are satisfied with relationship.
  - To manage contractual obligations.
  - Provide a first point of contact for nominated Sponsors and Partners.
  - Identify and manage client expectations.
  - Conduct regular reviews with sponsors and partners to ensure that all parties are satisfied with the relationship.
  - Coordinate Australian Jackaroos player appearances.
2. Develop sponsorship packages to prospect and procure sponsorship and partnership opportunities in existing and new markets:
  - Work with the Sponsorship & Partnership Manager to source and follow up leads for new revenue streams and partnership opportunities.
  - Procure sponsorship sales for the annual Awards Night and Hall of Fame event.
3. Coordinate and deliver event trade displays:
  - Organisation of trade display construction with event hire company.
  - Sites sales of trade displays.
  - Set up and management of exhibitor's pre, during and post event.
  - Work with other departments in delivering partner requirements.
4. Sourcing and ordering uniform, event apparel and merchandise items:
  - Follow the desired uniform process: Concept-Brief-Artwork-Approval-Order-Track-Delivery-Distribution-Reorder.
  - Monitor and account of official apparel partner's contra sponsorship account.
  - Order and control the following;
    - Australian Team Playing kit - Training, Travel, Non- Capped and Accessories.
    - Officials - ITO and Umpire apparel and equipment.
    - Staff - Internal, RBM, Board and Marketing.
    - Event player - TV apparel, volunteers, officials, event staff and licensed merchandise.
5. eStore back end, fulfilment and business development:
  - Monitor stock levels.
  - Fulfil online orders.
  - Carry out stock takes when necessary with Finance department.
  - Assist with developing a marketing plan to promote the eStore.
  - Increase revenue through additional product range.
6. Increase NMP revenue and ensure compliance within the NMP:
  - Manage all quality and policy compliance issues, ensuring customer satisfaction within STA's, Clubs, and grassroots members.

- Coordinate the expressions of interest process for potential licensees.
  - Help STA's with policy interpretations.
  - Assist with uniform registration inquiries.
  - Ensure all STA's understand new policy.
  - Align NMP program with the RBM program.
  - Coordinate communication with States and Clubs to ensure compliance to the NMP.
  - Take the lead in managing complaints from clubs and instigate and follow up the appropriate action.
  - Monitor unlawful logo usage.
7. Promote and respond to Licensees, retailers and members NMP enquiries:
- Align the NMP with the RBM program and ensure that the RBM's are informed of product range and other relevant NMP activities.
  - Provide and advise on BA policies relating to ;
    - Approved shoes;
    - Bowlers Arms; and
    - Umpiring and club equipment.
8. To provide a variety of apparel options to the bowls member based on quality and accessibility of purchase:
- Liaise with licensees to create new product ranges.
  - Ensure that the spread of licensees is accessible to all clubs nationwide.
  - Ensure that a broad range of quality garments is maintained across all licensees.
  - Introduce new ranges to the program to help increase revenue.
  - Create competition in the program to benefit members.

#### **Knowledge, skills and behaviours required (Competency)**

- Experience in the sports and/or licencing apparel industry and an understanding of the structure of sport.
- Proven business development experience in particular sponsorship and partnership servicing and sales preferable.
- Sound merchandising and product development skills.
- Strong negotiation skills suited to dealing with partners, licensees and sport industry representatives.
- Proven conflict resolution skills and the ability to handle difficult conversations around contract issues, payment discussions and non-compliance matters.
- Outstanding presentation, communication and interpersonal skills.
- Experience in the implementation of marketing, PR and communication strategies.
- High levels of energy, motivation and initiative coupled with a deadline driven approach.
- Ability to work effectively with limited supervision.
- Tertiary qualification in Marketing and/or Sports Administration (desirable).

#### **Major interactions (eg...with departments, ...with external bodies)**

- Sponsorship and Partnership Manager
- BA Sponsors and Partners
- All BA staff
- Licensees

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| <ul style="list-style-type: none"><li>• STA's</li><li>• Retailers</li></ul>                                                                                                                                                                                                                                                                                   |
| <p><b>Unique Criteria</b> (eg unique work hours, significant travel, significant periods of work remote from office)</p> <ul style="list-style-type: none"><li>• Interstate travel to commercial partners and national events is necessary.</li><li>• Given the unique nature of the sports and events industry, some after-hours work is required.</li></ul> |



**Updated:** August 2018

**Date for review:** August 2020

**Approval:**

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The list of responsibilities herein is not intended to be all-inclusive, and may include additional responsibilities as required and assigned. It may become necessary to modify / change the Position Description from time to time. Please sign as understanding and acceptance of the Position Description.

Employee Signed: \_\_\_\_\_ Date: \_\_\_\_\_