



Position Description

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| Role Title | Sponsorship Manager |
| Reports To | GM – Business & Projects |
| Direct Reports | Nil; key support role from Media, Marketing & Events Officer |
| Salary Range | \$80-85K (Super inclusive) |

Role Summary and Key Objectives:

The position of Sponsorship Manager is responsible for the development and management of the commercial initiatives and accounts within the VAFA. Key Accountabilities include:

1. Develop VAFA commercial proposition
2. Contractual arrangements
3. Business development
4. Account services & management
5. Commercial advisor to VAFA clubs.
6. Measure & review

Accountabilities, Responsibilities and KPI's

| Accountability | Responsibilities | KPI's |
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| Develop VAFA Commercial Proposition | Develop and execute a plan to attract new partners aligned to the values of the VAFA | <ul style="list-style-type: none"> • Develop clear and measurable partnership plans |
| Contractual arrangements | Negotiate contracts and prepare commercial documentation | <ul style="list-style-type: none"> • Identify and contract a new significant naming rights sponsor |
| Business Development | Identify and develop new business opportunities for the VAFA using up to date technological applications | <ul style="list-style-type: none"> • Identify advertising opportunities in all VAFA outlets |
| Account Services & Management | Manage all operations of the sponsorship portfolio | <ul style="list-style-type: none"> • Build on all current VAFA partnerships • Prioritising time and resources so that all partnerships are |



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| | | effectively managed |
| Commercial Advisor to VAF A clubs | Advise the 74 VAF A member clubs on commercial operations | <ul style="list-style-type: none"> • Renew sponsors night with all club attendance • Publish monthly newsletter to clubs on commercial activities |
| Measure & Review | Measure the effectiveness of all sponsorship plans and activities | <ul style="list-style-type: none"> • Design an inventory of all VAF A assets • Achieve the greatest amount of leverage out of each partnership agreement |
| Manage Direct Reports | <ul style="list-style-type: none"> • Work closely with Media, Marketing & Events Officer in delivering sponsor activations as required | <ul style="list-style-type: none"> • Delivering activations and achieving set outcomes |
| Being a part of the VAF A Team | <ul style="list-style-type: none"> • Work proactively and flexibly with VAF A colleagues. • Work consistently to enhance the association and develop the culture at the VAF A • Contribute in meetings, generate ideas, constructively challenge and have fun. | <ul style="list-style-type: none"> • Assist with promoting all key VAF A events |

Competencies & Experience

- **Well-developed relationship and people skills.**

A strong ability to develop professional business relationships with colleagues, clients and suppliers. The propensity to connect with people, build networks and develop trust.

- **Organisation, planning and prioritisation.**

Organised and effective interpersonal skills to manage competing priorities, plan ahead, set priorities, meet deadlines and ensure attention to detail.

- **Communication**

The ability to effectively articulate the message in both written and verbal formats to Clients, Organisations, Third Parties, Media and Internal Stakeholders.



- **Commercial Acumen**

Demonstrate an effective understanding of the commercial aspects of the VAFA. Utilise astute business acumen in all decisions and actions on behalf of the VAFA with an appreciation of the net financial outcome.

- **Business Development**

Identifying opportunities for new revenue, products, services and commercial partnerships. Translating ideas and priorities in to commercial outcomes.

- **Negotiating and Exercising Judgement**

Successfully represent the needs of sponsors / developing commercial arrangements through thorough preparation, understanding the needs of stakeholders, negotiation savvy, being nimble, exercising judgement and leveraging the experience within VAFA.

- **Action Orientation**

Being proactive, meeting deadlines and exceeding customer expectations

- **Problem solving capability**

The ability to understand a challenge / opportunity from many perspectives, consider alternatives and focus on getting a balanced outcome.

- **Emotional intelligence and Self Awareness**

Perception and awareness of the key emotions that underline the needs of clients, colleagues and customers. An open and honest understanding of Self, including strengths and weaknesses.

- **Industry and Market Knowledge**

Demonstrated knowledge, expertise and passion for community sport, particularly Australian rules football, and the demographic of clubs and participants that the VAFA oversees and interacts with.