POSITION SUMMARY

QUEEN'S UNIVERSITY - GENERAL STAFF

POSITION TITLE: Assistant, Sponsorship Sales and Servicing
DEPARTMENT: Athletics and Recreation – Marketing, Communication and Event Unit
POSITION NUMBER: 00500097
GRADE: 6 EFFECTIVE DATE: March 20, 2014

JOB SUMMARY:

Reporting to the Manager, Marketing, Communications & Events, the Assistant, Sponsorship Sales and Servicing is responsible to coordinate the Athletics & Recreation (A&R) Department's efforts to increase revenue generated through sponsorships, partnerships, fundraising, advertising sales and increased event attendance as well as other special event related projects and activities.

In collaboration with other members of the Marketing, Communication and Events (MCE) unit and department staff, the incumbent supports the Manager MCE in the planning, development, sales, coordination, execution and servicing of strategic partnerships with community businesses, charities and media outlets, which are designed to increase participation in the department activities. All projects are designed to increase awareness of the A&R brand while improving community relations and deliver growth in self-generated revenue.

The schedule for this position requires the incumbent to work evenings and weekends.

KEY RESPONSIBILITIES:

Sponsorship

- Organize and monitor A&R sponsorship/advertising programs to retain existing sponsors and attract new sponsors
- Work with business partners to determine/confirm A&R deliverables and execute on all existing and new sponsorship/advertising agreements, ensuring the accurate and timely execution and servicing of all agreements
- Research market segments to target possible companies for sponsorship solicitation; prepare, for approval, the development plan and materials (general information, sponsor deck and sponsor recaps) to attract future sponsorship/advertising
- Make sales calls generating an annual targeted amount of revenue
- Where necessary, communicate with, and coordinate coaches, athletes and other A&R staff to assist in the execution of program-related deliverables
- Routinely communicate with business partners to ensure servicing is at an acceptable standard, coordinate partner appreciation communication and activities. Escalate issues to the Manager, Marketing and Communications when appropriate.
- Maintain sponsor records and prepare monthly and annual reports (solicitation records, contact schedules, servicing details, year-end sponsor reports, etc.)
- Track the details, financial and deliverables, for all sponsorship and advertising agreements, including invoices, payments and projections
- Investigate and develop new partnerships with community businesses to support activities and special events through advertisements, paraphernalia, or successful achievement award programs

- Create the Promotions Team annual calendar including targets, coordinate on and off campus events, plan promotions and give-aways, and provide post-event summary, including statistics
- Provide work direction, and functional guidance to casual and part-time Promotions Team
- Schedule and approve casual employees' hours of work.
- Participate in screening and interviewing job candidates, and provide input into staff selection.
- Review assignments and provide feedback on work to employees. Provide input on work performance to management staff.
- Provide orientation and on-the-job training to casual employees. Provide coaching and feedback on work quality issues, providing related day-to-day supervision. Escalate unresolved performance and/or disciplinary matters to management.

Administrative

- Support the Coordinator, Marketing and Communications in the execution of marketing plans and initiatives for the department
- Research other universities throughout North America in their use of marketing initiatives and sponsorship programs
- Assist in the preparation of budgets and revenue-generation strategies, including pricing, projections
- Liaise with other Queen's University departments in establishing a cohesive approach to developing community relationships
- When requested, assist other members of the MCE and A&R staff in the delivery of programs, activities and events
- Work with the coaches in establishing and implementing community-relations activities
- Liaise with local schools and community groups in developing community relationships
- Explore opportunities to develop/enhance relationships with Alumni, Coaches, Athletes, Faculty/Staff

REQUIRED QUALIFICATIONS:

- Minimum 3-year post-secondary education, preferably in Marketing, Sport Administration or related field, University degree preferred.
- Previous work experience (minimum of 3 years) in sales or marketing. Experience supervising and leading staff considered an asset
- High degree of familiarity with sport and/or recreation programs is necessary
- Satisfactory Criminal Records Check and Vulnerable Sector Screening required
- Consideration will be given to an equivalent combination of education and experience

SPECIAL SKILLS:

- Excellent communication (written and oral) and presentation skills
- Strong interpersonal skills, creative-thinking and the ability to work in a team environment
- Ability to exercise discretion, good judgement, and solid decision-making

- High degree of initiative, with an ability to establish priorities, work to deadlines and complete task assignments in an accurate manner.
- Service-oriented, capable of dealing with a wide variety of constituents and determining the most appropriate action when dealing with client service issues
- Organizational skills with the ability to manage priority conflicts
- Strong attention to detail
- Proficiency in computer software applications, including Microsoft Office, graphics, photography, and layout

DECISION MAKING:

- Make daily operational decisions pertaining to Sponsor communication/servicing
- Prioritize among multiple projects and initiatives
- Determine, through research, target companies to approach for new sponsorship opportunities
- Determine content of development plans and marketing materials for new sponsorship opportunities; make effective recommendations on content to Manager, Marketing and Communications
- Determine best strategies to monitor agreements and ensure sponsor satisfaction
- Decide when to respond and handle inquiries directly and when to refer issues to the Manager, Marketing, Communication and Events, or other members of the Senior Management Team
- Assess the suitability of job candidates and recommends the most appropriate person for hire
- Determine priorities and makes decisions about staff utilization and the assignment of work to achieve optimum efficiencies and productivity
- Assess employees' training needs and make recommendations for internal or external training to attain proficiency.
- Monitor and assess output and the quality of employees' work, and recommends need for formal training or development plans to management and identifies possible staff performance and/or disciplinary issues.

SIGNATURES:

Date

_____ _____

Incumbent

_____ _____

Manager

_____ _____

Department Head/Director or Designate