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| <b>Position title</b>         | Sponsorship Manager   |
| <b>Reports to</b>             | Conference and Events Manager   |
| <b>Supervises</b>             | n/a   |
| <b>Internal relationships</b> | All AHURI staff   |
| <b>External relationships</b> | NHRP government partners, potential sponsoring organisations across the government, private and not-for-profit sectors, event suppliers (venue, exhibition, audio-visual suppliers etc) |
| <b>Hours of work</b>          | 22.5 hours per week (0.6 FTE)   |
| <b>Location</b>               | Melbourne CBD, but interstate travel will be required   |
| <b>Tenure</b>                 | Part-time, paternity leave replacement until 30 November 2022   |
| <b>Salary</b>                 | \$90,000 (including 10% superannuation) pro-rata  |
| <b>Performance review</b>     | 3-month probation review  |

## POSITION PURPOSE

To implement the sponsorship strategy for the AHURI national conference and events program. The position will:

- Source, cultivate and manage all sponsors and exhibitors for the biennial National Homelessness Conference.
- Source, cultivate and manage sponsors for AHURI one-day conferences, Webinars and other events as required.
- Develop an ongoing conference and events sponsorship strategy in-line with the AHURI broader marketing and communications strategy.

## DUTIES AND RESPONSIBILITIES

### Lead generation, sales and cultivation

- Maintain and grow relationships with existing conference and event sponsors and exhibitors.
- Research, identify and cultivate new sponsors with an emphasis on key growth sectors.
- Develop and produce the sponsorship prospectus for the National Homelessness Conference and bespoke partnership proposals for other events.
- Deliver sponsorship and exhibition sales against pre-determined targets for all conferences and events.
- Explore new sponsorship and exhibition opportunities (packages, entitlements) for AHURI based on market research and sponsor feedback.

- Prepare contractual documents with conference partners and liaise with the AHURI Finance team regarding invoicing and reconciliation.

## **Sponsor and exhibitor management**

- Maintain regular contact with all contracted sponsors and exhibitors and manage the delivery of all entitlements in the lead up to, and on-site at conferences and events.
- Liaise with colleagues in the marketing and communications team to deliver sponsorship entitlement (e.g. registering delegates, speaking/facilitation roles, promotion of confirmed sponsors in communications etc).
- Develop an on-site sponsorship and exhibition plan and exhibitors' manual and liaise with confirmed exhibitors to assist them in meeting their objectives.
- Source, contract and manage an exhibition supplier for the National Homelessness Conference.
- Act as a conduit between confirmed exhibitors and the Exhibition supplier to ensure confirmed exhibitors are managed appropriately
- Prepare text for the AHURI website, conference website, AHURI News (email newsletter), social media and other promotional material to promote partnership opportunities and confirmed sponsors.
- Manage any enquiries from existing and potential sponsors for future National Housing Conferences.

## **On-site management**

- Manage the delivery of sponsorship entitlements on-site at all conferences and events in liaison with Conference and Events Manager and Conference and Events Coordinator.
- Manage the delivery of the Exhibition Precinct at the National Homelessness Conference (if required) including managing of the Exhibition supplier, liaison with the venue and liaison with all exhibiting organisations on-site.
- Regular and ongoing liaison with all exhibitors within the Exhibition Precinct at the National Homelessness Conference (if required) and liaison with key sponsor contacts on-site.
- Ensure meet and greets for sponsors and exhibitors with the Head of Marketing and Communications and Executive Director.

## **Strategy development and ongoing relationship management**

- Under direction of the Head of Marketing and Communications and Conference and Events Manager, develop an ongoing conference and events sponsorship strategy in-line with the AHURI marketing and communications strategy and AHURI Strategic Plan.
- Follow up (face-to-face, email, phone) with all sponsors and exhibitors post conference/event to gain feedback and continue relationship. Include Head of Marketing and Communications in key post conference sponsor meetings as required.
- Prepare detailed post event sponsorship evaluation reports.
- Identify opportunities to attend industry training and other events to gain knowledge and ideas to improve partnership offerings and management strategies.

## KEY COMPETENCIES

The essential requirements for the position include a demonstration of the following attributes:

- Demonstrated experience in an end-to-end sponsorship and/or fundraising role.
- A proven track record in achieving sponsorship/fundraising sales targets and securing ongoing support from sponsor organisations,
- Exemplary stakeholder relations skills and demonstrable experience in working effectively with a range of internal and external stakeholders.
- Excellent business development skills including resilience, negotiation, interpersonal, presentation, verbal and face-to-face communications skills.
- Highly developed project and time management skills, with the ability to set priorities, and plan and organise complex tasks.
- Demonstrated high level written skills, including the ability to prepare high quality sponsorship pitches, business cases and funding applications.

## Desirable

- Experience in a government, government agency or not-for-profit marketing setting.
- Understanding of the housing, homelessness and urban/cities sectors in Australia.