

Hamilton Soccer Club Position Description – Sponsorship Manager

JOB TITLE:

Sponsorship Manager

OBJECTIVE:

To develop, manage and maintain positive relationships with existing and potential sponsors to maximise sponsorship opportunities and generate financial and in-kind support for Hamilton Soccer Club.

RESPONSIBILITIES:

- Develop and maintain positive relationships with existing club sponsors.
- Identify and approach potential new sponsors and local businesses.
- Develop sponsorship packages and opportunities that provide value to both the sponsor and the club.
- Coordinate sponsorship agreements, including sponsorship levels, benefits, signage, advertising and promotional opportunities.
- Maintain an up-to-date register of all current and prospective sponsors.
- Ensure sponsors receive the benefits outlined in their sponsorship agreement.
- Liaise with the club committee, coaches and team managers to identify opportunities to promote sponsors throughout the club.
- Coordinate the placement and maintenance of sponsor signage at club facilities and match locations.
- Work with the Publicity Officer and club social media representatives to promote sponsors through the club's website, social media, newsletters and other communication channels.
- Provide sponsors with regular updates about club activities, achievements, events and opportunities for further involvement.
- Seek opportunities for sponsors to be involved in club events, presentations, fundraisers and community activities.
- Prepare sponsorship proposals and presentations for potential sponsors.
- Follow up sponsorship enquiries and maintain regular communication with prospective sponsors.
- Coordinate the renewal of existing sponsorship agreements prior to their expiry.
- Provide regular sponsorship updates and recommendations to the General Committee.
- Ensure all sponsorship activities are consistent with the values and objectives of Hamilton Soccer Club.

RELATIONSHIPS:

- The Sponsorship Manager reports to the President, Secretary and General Committee.
- Liaises with existing and prospective sponsors and local businesses.
- Works closely with the Treasurer regarding sponsorship payments and financial records.
- Works closely with the Publicity Officer and social media representatives to ensure sponsors receive appropriate promotional exposure.
- Liaises with coaches, team managers and other club volunteers regarding sponsorship opportunities and requirements.
- Maintains a positive and professional relationship with all club sponsors.

ACCOUNTABILITY:

- The Sponsorship Manager is accountable to the President, Secretary and General Committee.
- Responsible for maintaining accurate records of sponsorship agreements and commitments.
- Responsible for ensuring agreed sponsorship benefits are delivered.
- Provides regular updates to the General Committee regarding sponsorship activity, opportunities and renewals.
- The estimated time commitment required as Sponsorship Manager is **up to 2–3 hours per week**, with additional time required during sponsorship renewal periods and major club events.

ESSENTIAL SKILLS:

- Passionate and dedicated to supporting the growth and success of Hamilton Soccer Club.
- Strong communication and interpersonal skills.
- Ability to build and maintain positive relationships with local businesses and community organisations.
- Confident approaching potential sponsors and discussing sponsorship opportunities.
- Good organisational and time-management skills.
- Ability to prepare professional sponsorship proposals and correspondence.
- Ability to negotiate and develop mutually beneficial sponsorship arrangements.
- Computer literate in Microsoft applications, email and basic digital communication platforms.
- Ability to maintain accurate records and follow up commitments.
- Professional, reliable and approachable manner.
- Ability to work collaboratively with the General Committee and other club volunteers.
- Previous experience in sponsorship, sales, marketing, fundraising or business development is desirable but not essential.