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| **Job title:** | Sponsorship Account Coordinator |
| **Team:** | Venue & Commercial Operations |
| **Reporting to:** | Manager, Commercial & Partnerships |

**About the organisation:**

The Royal Agricultural Society of Victoria (RASV) enables communities to celebrate their passion and celebrates excellence in Victorian agricultural produce through world-class programs and events connecting industry with consumer.

**About this role:**

Contribute to growing revenue for RASV in particular the Royal Melbourne Show (RMS), RASV Award Programs (including Royal Melbourne Wine, Australian International Beer, Australian Food, Australian International Coffee, and Australian Distilled Spirits) and Melbourne Showgrounds by assisting with the acquisition and retention of sponsorship, large exhibitors and advertisers.

The key result areas for this position are to aid the team to grow revenue from:

* Sponsorship
* Exhibition space
* Digital advertising assets, including online and venue signage

**Key responsibilities:**

Service delivery:

* Assist the Manager in creating and developing dynamic and innovative activation opportunities, identifying mutually beneficial partnerships and staying abreast of current market trends in the major events field.
* Prospecting potential partners and managing a CRM sales pipeline.
* Support the Manager in preparing sponsorship proposals, presentations, contracts and partnership timelines.
* Efficiently and effectively liaise with other RASV operating departments to ensure the event is delivered in line with client needs, wants, and expectations.
* Continually look for efficiency’s in managing all aspects of deliverables for partners
* Provide pro-active regular contact with a portfolio of assigned partners and provide prompt, resolution focused responses to any queries.
* Attend internal operational meetings, liaise with other departments to confirm bump in and out schedules and streamline communication for partners and their suppliers.
* Assist with reporting, including tracking measurable and post event reports.
* Provide the highest level of customer service and exhibit a willingness to go above and beyond to achieve optimal client satisfaction.
* Support the Manager Commercial and Partnerships with scheduling and providing benefits to sponsors (including creating pre-event timelines, chasing marketing material, distribution of benefits at events and collating detailed post event reports).
* Prepare proposals and contracts for both the Managers and self-managed accounts.
* Negotiate with existing allocated partners to retain their sponsorship.
* Actively research prospective sponsors.
* Manage partner privileges, ticketing lists and event RSVPs.
* Efficiently and effectively liaise with other RASV operating departments to ensure the event is delivered in line with client needs, wants, and expectations.
* Liaise with other departments on move in and out schedules and coordinate timings with partners.

Financial Responsibility:

* Consistently helps to meet or exceed team sales targets.
* Identify and recommend opportunities to deliver cost efficiencies.
* Arrange the timely issuing of invoices to sponsors and exhibitors.
* Ensure invoices are paid prior to benefits being issued.

Resource Management:

* Allocate the appropriate resources (time, suppliers, peers and equipment) to provide benefits to partners.
* Demonstrate improved efficiencies in implementing sales initiatives and activities.
* Demonstrate excellent time management.
* Demonstrate excellent use of resources.
* Contribute to improving the organisation’s effectiveness and efficiency.
* Act as support to other team members in the department.
* Performing other tasks to assist the Commercial and Partnerships team as required or as directed by the Commercial and Partnerships and/or Executive Manager, Venue & Commercial Operations.

Relationship Management

Maintain close working relationships with key stakeholders:

1. Internally – including but not limited to the, Events & Marketing team, Royal Melbourne Show Executive Producer, Operations Team and Executive team.

2. Externally – existing and prospective sponsors, partners, exhibitors & suppliers.

Organisational Capability

* Maintain concise records of sales conversations, processes & procedures and identify opportunities for continuous improvement and streamlining of processes.
* Undertake training in areas requiring further development.
* Continue to improve the contribution made to RASV.
* Establish and review processes and procedures relevant to your area to improve efficiency and effectiveness.

**Key competencies of the role:**

* Account management experience, with a record of high achievement.
* Excellent communication & interpersonal skills.
* Knowledge, understanding and experience in sponsorship sales and delivery for large events.
* Results driven with a strong focus on continuous improvement and quality control.
* Ability to work as a team member within the ethos and values of the RASV.
* Demonstrated ability to build and maintain sound relationships.
* Excellent attention to detail.
* Demonstrated ability to manage time and organise a wide range of activities.
* Highly motivated and energetic with the self-confidence to work to tight timeframes in a sometimes unsupervised environment.
* Friendly, positive and reliable.

**Organisation compliance:**

* All employees are required to have and maintain a current Working with Children Check
* Be available to work the 11 days of the Royal Melbourne Show
* Work additional hours in the lead up and during events
* Adhere to RASV’s Code of Conduct, policies and values.