

PERTHSHIRE RUGBY

Role Description

Position	Sponsorship Officer (Voluntary)	**Created**	03/12/2024	**Revision**	A
Email	TBC@perthshire-rfc.co.uk	**Area**	Committee	**Reference**	PR TBC

Overview

The Sponsorship Officer is directly responsible for sponsorship opportunities for the club, its activities and events. The Sponsorship Officer is the main point of contact with current and potential sponsors within the local Perth area and the wider regional area, on behalf of the Perthshire Rugby Club. The Sponsorship Officer will manage and oversee all matters relating to sponsorship at all levels of the club.

Key Requirements

The Person

- Ideally will have previous sponsorship experience and the ability to showcase this.
- Should be well organised.
- Should have excellent interpersonal and communication skills.
- Prior experience of dealing with business customers
- An ability to form effective working relationships at all levels and is totally customer focused
- Strong numeracy and analytical capabilities, plus good general IT skills and awareness
- Ability to work as part of a team and on own initiative as well as individually

Key Roles

- Review and implement a Sponsorship Strategy to achieve best results in a highly competitive market, including review of available sponsorship packages.
- Establish a working relationship with the current club sponsors and identify key elements across all stages of account management
- Cultivate and convert a network of potential sponsors through regular liaison and relationship building
- Ascertain the best possible fulfilment of sponsors' expectations of the club and ensure this takes place
- Promote lunches and other events
- Coordinate the requirement for and achievement of player sponsorship – ensuring that all players understand the rationale of player sponsorship and sponsors realise the benefits of their donations
- Enhance Members Lottoclub and promote the same
- Responsible for the sponsorship contact e-mail address, answering any sponsorship enquiries.
- Be available and engage with all sponsors.
- Provide monthly progress reports to the management committee.

Estimated Time Required	

Agreement

I agree to undertake all points as noted above for the benefit of Perthshire Rugby Football Club. I note that this list is not exhaustive and additional roles may be allocated or removed as required.

Name		**Signature**	