



JOB DESCRIPTION

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| Job Title | Corporate Sponsorship Manager |
| Job Holder | |
| Responsible to: | General Manager |
| Responsible for: | N/A |
| Hours: | 35 hours per week |
| Salary Band: | £25,000 - £28,000 |

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|---------------------|---|
| Main Duties: | <ol style="list-style-type: none"> 1. To drive Altruism Sponsorship Sales and support growth of the space sales pipeline 2. Ensure Beacon of Light partner/sponsor needs are met in line with agreed benefits |
|---------------------|---|

1. To drive Altruism commercial revenue and build new business by identifying new and selling existing products and partnerships.

- Meet all financial targets as set out in the Altruism business plan
- Drive and take ownership for the sale of Beacon of Light corporate products including but not limited to Beacon of Light 73 Steps, Shirt tiles, Friends of the Foundation Boot Wall, Beacon of Light pitch sponsorship.
- Create, implement and take to market a new pricing strategy for Altruism 73 steps incorporating a tiered pricing structure.
- Lead on table sales and sponsorship opportunities for annual events.
- Actively seek out new sponsorship sales opportunities through cold calling, networking, direct targeting and via business related social media.
- Understand potential sponsor needs and create bespoke sponsorship presentations that incorporate multiple assets that deliver upon them.
- Write compelling cases of support
- Agree weekly and monthly sponsorship target organisations with the MD of Altruism to ensure there is no duplication across Beacon of Light and Foundation of Light.
- Explore and implement opportunities to drive Beacon of Light supplier partnerships to reduce costs and build income.
- Ensure all commercial activity is accurately recorded on our CRM system.
- Build a strong database of corporate contacts.
- To support the General Manager to innovate new sponsorship opportunities and the growth of space sales.
- Identify non Beacon related opportunities such as international or match day sales
- Consider and report on competitive advantage and sector benchmarking
- Secure Altruism gift in kind including auction prizes
- Adhere to the organisation's sales processes.

2. Ensure Beacon of Light partner/sponsor needs are met in line with agreed benefits

- Drive sponsor renewals through transparent communication with sponsors
- Work with the Beacon of Light Marketing Manager to showcase and deliver awareness for all Altruism sponsors
- Ensure the effective and timely delivery of all Beacon of Light sponsor rights



- Write motivational copy for relevant publications including sponsor newsletters and intranet.
- Work with the marketing team to ensure sponsors are rewarded publicly
- Manage a portfolio of donors
- Deliver cultivation experiences

Other duties:

You will be required to undertake other duties from time to time as required.

Any potential permanent changes to your role will be discussed, and agreement reached prior to being undertaken. You will be notified of any permanent change in writing. In addition to your normal duties, you may be required to undertake additional or other duties as necessary to meet the needs of the Foundation of Light.

Behaviour and professional expectations:

- Maintain working practices in line with Foundation of Light Equality and Diversity, Health and Safety and Safeguarding policies; self-awareness of own responsibility in these areas
- Ensure regulatory and legislative requirements are met at all times
- Conduct should reflect the Staff Behaviour Policy (Code of Conduct); uphold Foundation core values (as shown below) at all times
- Maintain the highest level of professionalism and confidentiality.
- Attend working groups and CPD session as required
- Build strong internal relationships
- Work in collaboration with colleagues to achieve the end goal
- Ensure positive organisational messages and culture are maintained
- Contribute to good housekeeping across all Foundation sites and equipment
- Follow the laid down policies and procedures at all times

Equality, Diversity and Inclusion Statement:

All individuals will be treated equally and fairly in the application of this procedure. All reasonable requests to accommodate requirements in terms of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation will be made.

Safeguarding Statement

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance, and believe that all staff, volunteers and partners have a responsibility to report any concerns about the welfare of any child, young person or adult at risk.

Foundation of Light Values:

Innovative, Passionate, Excellence, Collaborative, Integrity, Agile.

Acceptance of the job description by the Employee:

Signed

Print Name



Date

Last review date:

Next review date:

PERSONAL SPECIFICATION

| Requirement | Essential (E) or Desirable (D) | How Assessed (CV, Interview, Observation) |
|---|--------------------------------|---|
| Skills and Abilities: | | |
| Strong communication skills across all levels | E | I |
| Ability to demonstrate personal resilience to achieve great results | E | I |
| Highly self-motivated | E | I |
| Ability to demonstrate financial awareness and a profitable mind-set, continuously thinking of creative ways to drive sales, manage costs and add value | E | CV |
| Excellent proven negotiation, selling and story telling skills | E | CV |
| Strong attention to detail in terms of diary management and following up within agreed timeframes | E | I |
| Maintain a professional image to all customers through attitude, behaviour and appearance | E | I |
| Passion for customer service, have a process orientated approach and be professional and well-presented | E | CV |
| Personal Attributes: | | |
| Self-motivated, able to use own initiative, confident and persistent | E | I |
| Positive and enthusiastic | E | I |
| Punctual and reliable | E | I |
| Commitment to personal and professional development | E | CV |
| Flexibility in working, and positive approach to change | E | I |
| Able to work in the evenings and at weekends if required | E | I |
| Employs a creative and imaginative approach to working | E | I |
| Access to good internet at home, and a space to work effectively from home if required | E | I |
| Current driving licence | E | CV |
| Knowledge and Understanding: | | |
| Sales techniques and strategies | E | CV |
| Sales Industry trends | E | I |
| Horizon scanning and benchmarking | E | CV |
| Experience: | | |
| At least 5 years in a senior commercial sales role | E | CV |
| Background in sponsorship sales | D | CV |
| Delivering successful sales campaigns | E | CV |
| Proven track record of achieving and taking ownership of financial targets | E | CV |
| Proven track record of delivering first class customer service | E | CV |



| Qualifications (or equivalent): | | |
|------------------------------------|---|----|
| Copywriting | E | CV |
| Degree or management qualification | D | CV |
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