



**Government
of South Australia**

South Australian
Tourism Commission

SPONSORSHIP MANAGER

JOB & PERSON SPECIFICATION

DECEMBER 2018

Position Description

Sponsorship Manager – Santos Tour Down Under, Tasting Australia and the Adelaide Fashion Festival.

Purpose of the position

Events South Australia is responsible for the creation, development and procurement of nationally and internationally recognised events, to promote South Australia as a tourism destination. Events South Australia, through the South Australian Tourism Commission, owns and manages six events including: Santos Tour Down Under, Adelaide 500, Tasting Australia, Bridgestone World Solar Challenge, Adelaide Fashion Festival and the National Pharmacies Christmas Pageant.

Reporting to the General Manager – Commercial Sales, the Sponsorship Manager is responsible for the generation of income through sponsorship, hospitality and the effective account management of commercial partners, in order to grow the Events outlined above, and create social and economic benefit for South Australia.

Position title:	Reports to:	Position Classification:
Sponsorship Manager	General Manager – Commercial Sales	Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Events South Australia	Level 4, 121-125 King William Street, Adelaide	2 x Sponsorship Account Managers

Our Values

- Develop Our staff, our product, and our State
- Integrity Through respecting each other, being consistent with our approach to all things, being open and honest with our communication, listening and understanding our colleagues, industry and operators, and making decisions in the best interest of the State
- Courage To make bold decisions that align to our planning, to challenge the status quo, to tell it like it is, and to take responsibility and accountability for our actions
- Enjoy The work that we do, what we achieve, and the environment and industry we work in
- Support Each other, the State Tourism Plan, SATC Corporate Plan Operational Unit Plans, government at all levels, the industry and stakeholders

Competencies

Communication	The ability to engage and influence others through effective verbal and written communication skills with the ability to communicate information clearly and accurately and resolve conflict with stakeholders at all levels. Substantial writing experience and excellent research, editing and project management skills
Attention to Detail	Accomplishes tasks through concern for all areas involved, showing consideration for all aspects of the job; accurately checking processes and tasks. Establishes and maintains systems and processes which produce a consistent outcome.
Negotiations	Effectively exploring alternatives and positions to reach successful outcomes that gain all parties support and acceptance.
Relationship Management	Proven ability to establish and maintain positive working relationships and build networks with a diverse range of people and the ability to work as a team member.
Business Outcomes	The proven ability to plan, prioritise, organise, monitor and co-ordinate workloads and meet deadlines under pressure, analyse information and be creative in solving problems. Demonstrated ability to achieve outcomes through other people.
Innovation	Demonstrate the ability to use initiative, display entrepreneurial flair and apply new ways of thinking to improve working practices and support cultural change, to ensure the organisation works more effectively.

Essential Criteria

Qualifications

- Tertiary qualifications in a relevant discipline including commerce, communications or marketing; or demonstrated experience in sponsorship selling, identifying and creating sponsorship assets, sponsorship account management, brand management, intellectual property issues and contract management.

Skills, experience, and knowledge

- Proven success in a Sponsorship or Commercial Manager role or similar. An understanding of the sports, arts, and entertainment sectors would be highly valuable.
- Strong experience in securing and managing commercial sales including the securing of sponsorship and corporate hospitality sales.
- Budget management and reporting.
- Demonstrated client management and relationship management skills.
- Creative thinking to drive brand engagement for commercial partners at key SATC events including the Santos Tour Down Under, Adelaide Fashion Festival & Tasting Australia.
- Highly developed communication skills (including interpersonal, negotiation, influencing and representation) and a proven ability to build and maintain effective relationships both internally and externally with a diverse range of stakeholders.
- Demonstrated business acumen, planning and management skills and the ability to identify and achieve work objectives within an often fast-moving environment.
- Demonstrated knowledge of the sales process and ability to set and successfully meet sales targets.
- Demonstrated negotiation and dispute resolution skills.
- High level contract management skills including an understanding of government tenders and contract processes.
- Commitment to the principles and practices of ethical conduct, quality management and risk management.

Desirable Criteria

Skills, experience, and knowledge

- An understanding of the responsibilities, functions and goals of the South Australian Tourism Commission.
- An understanding of public sector financial functions and other business functions.
- Experience working to government procurement policies, acts and regulations.

Key Responsibilities

Sales

In consultation with the General Manager – Commercial Sales and with the relevant Event Managers, drive and implement the organisational strategic agenda to achieve revenue sales targets aligned to business outcomes. This includes:

- Managing all aspects of the ESA sponsorship and commercial sales program for the Santos Tour Down Under, Tasting Australia and Adelaide Fashion Festival, ensuring a high level of servicing and activation for current and new sponsors;
- Identify and secure new partners for the events (as per above) that align with the event's strategic direction (working with the Event Managers) and in accordance with South Australian Government procurement practices;
- Provide day-to-day management of two direct reports;
- Managing and delivering external sponsorship reviews in relation to brand commercialisation;
- Work with the event operations team to manage the sales and implementation of the Tour Village expo at the Santos Tour Down Under;
- Build a signage plan for Santos Tour Down Under and communicate this plan with key internal and external stakeholders;
- Liaise with ESA Marketing to drive social and digital outcomes for key ESA sponsors.

Performance Measures

- ESA Commercial Revenue targets achieved as a team, across the Santos Tour Down Under, Tasting Australia and Adelaide Fashion Festival.
- Assist in driving hospitality sales (as relevant to each of these events)
- Leverage activity completed in-line with sponsorship partner plans.
- Strong collaboration with relevant event managers and ESA marketing to drive agreed commercial outcomes for ESA sponsors.
- Positive feedback received from ESA sponsors, and reflected in sponsor renewals.

Contract Management

- Execute sponsorship agreements – renewal and new agreements – ensuring they reflect negotiated outcomes.
- Manage the relevant sponsor servicing budget.
- Monitor Sponsorship Agreements including the invoicing process.
- Evaluate Sponsorship Agreements and work to leverage these agreements and gain greater return on investment for all parties.

Performance Measures

- Contracts templates and procedures are utilised to ensure compliance with government standards
- Purchases comply with internal and Government policies including the State Procurement Board.
- Contracts are drafted and executed in a timely manner.
- Percentage of sponsors who renew or grow their investment in the Events.
- Servicing plans are activated and communicated to all relevant internal stakeholders.

Account Management

- Act as the central liaison point of communication for identified sponsors.
- Manage and attend to requests/enquiries from sponsors.
- Build and develop relationships with current and new sponsors.
- Leverage major partner relationships, to ensure favourable outcomes for events, the sponsor and tourism growth and development.

Performance Measures

- Meetings held with each identified sponsor to drive agreed marketing outcomes for each partner.
- Present new ways of doing things to either increase or decrease costs or give better value back to sponsors.

Reporting

- Provide relevant reports on contract management, compliance and sales performance.
- Contribute to monthly sales reporting to the SATC Board, including Annual Reports and reports to the SATC Executive.
- Ensure compliance with the Auditor General and SATC audit requirements.

Performance Measures

- Relevant reporting completed in a timely manner.

Organisational Contribution/Safety Awareness

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

Performance Measures

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

Special Conditions

- The appointment will be subject to a 6 month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the SA Tourism Commissions policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel will be required.



HOW TO APPLY

Applications should be addressed to Justin Hinora. Please visit henderconsulting.com.au to apply.

For a confidential telephone discussion, please call Christian Gaszner on (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.