



POSITION DESCRIPTION: SPONSORSHIP MANAGER

Objectives

To secure and manage sponsorships that support the financial sustainability and growth of the Mernda Junior Football Club. The Sponsorship Manager plays a key role in building relationships with local businesses and stakeholders, ensuring mutual benefit and community engagement.

Responsibilities

- Identify and approach potential sponsors
- Develop sponsorship packages and proposals
- Maintain relationships with existing sponsors
- Ensure sponsor benefits are delivered (e.g., signage, social media mentions)
- Coordinate sponsor recognition at club events
- Work with the Treasurer to track sponsorship income
- Collaborate with the Marketing and Events teams to promote sponsors

Relationships

- Reports to the Club President
- Liaises with local businesses and sponsors
- Supported by the Club Committee
- Works closely with the Treasurer and Marketing Coordinator

Accountability

Accountable to the Club President or designated person on the club committee.

Requirements

- Strong communication and negotiation skills
- Experience in sales, marketing, or sponsorship (preferred)
- Ability to build and maintain professional relationships
- Organized and proactive
- No specific football knowledge required