

JOB DESCRIPTION

Job Title:	Sponsorship & Client Engagement Manager	Division/Department:	Finance
Grade:		Reports to:	Chief Financial Officer

Job Purpose	<p>This is an exciting opportunity for a dynamic and motivated professional to play a pivotal role in the growth of a leading sports association in Malaysia. The manager will be responsible for developing and delivering on the overall sponsorship and fundraising strategy of the association. S/he will also be responsible for developing a diverse range of sustainable funding streams to support and expand the work of the association.</p>
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Job Description and Responsibilities:	
SPONSORSHIP & FUNDRAISING	
<ol style="list-style-type: none"> 1. Under the BAM's management leadership, develop and deliver a comprehensive and coherent sponsorship strategy for the association. 2. Set and achieve realistic time-limited sponsorship targets, agreed in consultation with key staff and the Council. 3. Create a sustainable and diverse sponsorship portfolio, with funding streams including individuals, major gifts, corporates, community, events, trusts/foundations and other grant-makers, with appropriate priorities. 4. Delivering and tracking partner's and BAM's obligations as per contractual requirements 5. Carry out prospect research and develop a comprehensive sponsorship database that captures all relevant information, as well as handling all administrative aspects of sponsorship including preparing proposals and reports. 6. Lead communication with key donors and funders with the aim of cultivating, growing and sustaining long-term funding and collaboration. 7. Developing reporting procedures to assist BAM and partners optimize the impact of activations. 8. Ensure reporting to partners is accurate, transparent and timely. 	
COMMUNICATIONS AND MEDIA: In sync with our media department, to ...	
<ol style="list-style-type: none"> 1. Develop standardised sponsorship and publicity materials for awareness and fundraising. 2. Create and manage a regular communique to share with supporters, partners and funders. 3. Support advocacy work with key in-country partners, government ministries, funders and international agencies. 4. Develop media contacts and publicise the work of the association at the national and international level. 5. Coordination of partner communications with BAM Media Department ensuring consistency of messages 	

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Experience Required	
*Functional Experience (No. Of years, Specialized Field if any)	<p>5-8 years' experience in public relations, marketing, A&P or marketing communications discipline.</p> <p>Experience in managing sponsorships and running fundraising programs are desired, but not essential work in a sports marketing or account management</p> <p>Sound knowledge of sports marketing, including familiarity with sports sponsorships contracts and rights packages</p>
Education and Qualifications Required	
Bachelor's degree in Marketing, Sports Management or related field	
Any Additional Requirements (<i>Language skills, Computer Skills</i>)	
<p>Strong oral and written communication skills, including the ability to write reports and proposals and clearly present recommendations and ideas</p> <p>High competency in Microsoft Office and all digital media platforms</p> <p>Strong skills in budget management, relationship management, project management and problem solving, as well as exercises a high degree of tact and diplomacy to work with multiple stakeholders in various levels of seniority</p> <p>Highly motivated and able to work independently to agreed goals and targets and take ownership of the overall sponsorship program of the association</p> <p>Adaptable and flexible to changing circumstances and needs of the role, including flexibility in working hours, and travel.</p> <p>Excellent planning, time management and organizational abilities</p> <p>Ability to develop integrated marketing campaigns</p> <p>Ability to work on tight deadline</p>	

Employee Acknowledgment	
Name:	
Signature	