



## Sponsorship Manager

### Position Description

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#### **POSITION SUMMARY**

The Greater Columbus Georgia Chamber of Commerce (the “Chamber”) is the lead business, marketing and economic growth organization in West Central Georgia. The Chamber is responsible for driving activities that coordinate business connectivity, attract new businesses and capital investment, foster a sense of place, and support a talented workforce.

The Sponsorship Manager, as a member of the Partnership and Engagement team, plays a critical role in supporting the Chamber by working to attract and sustain Chamber partnerships that lead to sponsorship support, by focusing on developing and coordinating a sponsorship campaign, identifying new sponsors, increasing sponsorship levels of current members, and managing sponsorship fulfillment.

This role also executes tasks related to sponsorship fulfillment and partnership retention which actively support the internal and external mission of the Chamber to foster a positive business environment and overall economic growth. The Sponsorship Manager will report directly to the Vice President of Partnerships and Engagement.

#### **PRIMARY RESPONSIBILITIES**

- Reviewing, analyzing, and recommending sponsorship models
- Assisting with the development and implementation of a sponsorship marketing and fulfillment plan with goals, strategies, tactics, budget and resource allocations.
- Assisting in the development of partnership and sponsorship benefits packages and marketing materials ensuring that all information is effectively presented
- Coordinating with staff to develop the sponsorship sales tools and website
- Providing current campaign data to the appropriate sources
- Maintaining the sponsorship database and auditing data for consistency and accuracy as it relates to selling and fulfillment efforts
- Coordinating volunteer support and engagement as necessary to support the execution of strategies
- Auditing the campaign database and collect current information
- Supporting the CFO and staff with budget planning and projections
- Providing weekly progress reports
- Pursuing cost efficiencies and revenue growth in the execution of sponsorship strategy
- Supporting planning and budgeting and participating in the management of related financials.
- Supporting efforts of membership and retention when required
- Promoting the mission and core values of the Chamber and maintain a positive work environment
- Other duties as assigned at the direction of the Vice President of Partnership and Engagement

## **SKILLS & QUALIFICATIONS**

### **Education:**

- High School diploma or GED required. College degree a plus preferably in marketing and/or sales management

### **Experience:**

- Minimum of 5 years relevant project management or event coordination work experience (education, training and other credentials may compensate for lack of direct work experience)
- Strong experience and success in sales, sales management, and customer service
- Proven experience in the development and implementation of marketing and/or outreach campaigns
- Experience in member relations, sales, and customer service experience in a not-for-profit organization a plus
- Ability to consistently meet project deliverables and deadlines
- Excellent communication and presentation skills required; including web and social media utilization
- Strong ability to communicate throughout the organization
- Ability to manage large volunteer groups and drive collaboration
- Organization, time management and multi-tasking skills a must
- Highly-motivated, self-starter with ability to work independently from management direction
- Ability to work with a large and changing team of volunteers
- Experience in use of computer software used by Greater Columbus Georgia Chamber of Commerce (i.e. Microsoft Office Products, Microsoft Outlook, e-mail, previous Membership Management Systems experience a plus)
- Prior Chamber experience or not-for-profit a plus

### **Required Skills:**

- Self-starter with proven ability to work without direct supervision to meet deadlines in a decisive manner in sometimes high-pressure situations
- Candidate must have the ability to travel as needed (10 – 15%)
- Proven ability to make decisions with limited information
- Comfort with periodic ambiguity
- Computer and basic software skills (ex. Microsoft Office)

***Interested candidates should submit a cover letter and resume to Joe Sanders at [jobs@columbusgachamber.com](mailto:jobs@columbusgachamber.com).***