



## Position Description

### Job Title

Sponsorship Director

### General Accountabilities

It is acknowledged that Board positions are voluntary, but notwithstanding that, Board Members are expected to comply with the following:

1. Each Board Member must contribute sufficient time, energy and commitment to ensure that all of that position's accountabilities are met;
2. Being a Board Member of an SANFL Club involves much more than just turning up for monthly Board Meetings – it is anticipated that most of the activities will take place between meetings.
3. Board Members will provide a written update for their portfolio three business days in advance of monthly Board Meetings.
4. Board Members must attend and support all key WAFC Club functions where possible;
5. Board Members must be ambassadors for the WAFC and use their contacts and associations to further the interests in the WAFC wherever possible.
6. Board Members must attend WAFC matches to the extent possible;
7. Board Members must be prepared to work as a team, allowing for robust discussion, but ultimately supporting Board decisions once they are made.
8. Despite having specific individual responsibilities, each Board Member is encouraged to participate in a meaningful way in discussions and debates on all matters coming before the Board (ie not just those within their designated remit).

### Key Relationships

- Chief Executive Officer
- Sponsorship coordinator
- Sponsors

### Specific Accountabilities



**West Adelaide Football Club**

- 1) Update the sponsorship calendar of tasks and events annually. Ensure this includes individual sponsorship engagements and events.
- 2) Ensure sponsor satisfaction is monitored and addressed accordingly.
- 3) Develop and execute sponsor recruitment strategy annually.
- 4) Review sponsorship framework annually.
- 5) Chair sponsorship committee as needed.

#### **Measures of Success**

- Maintaining existing sponsors
- Recruiting new sponsors
- Robust, repeatable sponsorship framework in place.
- Routine sponsor engagement.

#### **Minimum Experience/Qualifications**

- As per skills matrix

#### **KPI's (To be updated annually)**

