

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



- 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

(Pl's (To	be updated	d annually)
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West Adelaide Football Club

Skills	Legend: ✓ Skills Required ✓ Skills Preferable × Non-Essential Skill	President	Football	Commercial Director	Governance Director	Finance	Marketing & Membersip Director	Precinct	CEO
Strategy and Policy Development	Ability to think strategically and identify and critically assess strategic opportunities and threats to WAFC and develop strategies in response.	✓	√	√	√	√	✓	✓	√
Financial	Ability to analyse key financial statements, critically assess WAFC's financial performance, and contribute to strategic financial planning.	√	✓	√	✓	✓	√	√	√
Risk Management	Ability to identify key risks to WAFC's member offer in a wide range of areas (including governance, gaming, food & beverage, IT, reputation, capital investment, OH&S), and monitor risk management frameworks and systems.	✓	√	✓	√	✓	√	✓	✓
Legal Compliance	Knowledge of relevant laws and regulatory frameworks, and an ability to identify and oversee WAFC's management of its legal and contractual obligations and compliance management.	✓	×	×	✓	√	×	×	√
Governance	Understanding and experience in best practice corporate governance particularly as it relates to the Sporting & Licensed Clubs sector, and an ability to apply that to continually improve WAFC's corporate governance.	√	×	×	√	√	×	×	√
Executive Management	Experience at an executive level including the ability to appoint and evaluate the CEO, and oversee strategic human resource management.	✓	×	×	√	×	×	×	*
Commercial Experience	Broad range of commercial experience (preferably in the hospitality, hotel or sporting sectors), and an ability to apply that experience to identify new business opportunities for WAFC and assist in their development.	√	×	√	×	√	√	√	√
Strategic marketing, public relations and crisis management	Ability to contribute to the strategic marketing, positioning and branding of WAFC, and to assist WAFC in high-level strategic communications, public relations and crisis management.	×	×	√	×	×	√	×	√
Representation and stakeholder relations	Ability to effectively represent WAFC and build constructive relationships with identified stakeholders for the overall benefit of WAFC and its members.	✓	✓	√	√	✓	√	✓	√
Licensed Club Sector	Knowledge of gaming and licensed premises regulation, and the stakeholders and issues in that sector.	✓	×	×	×	×	×	√	✓
Football	Knowledge of the SANFL league, the game of football and recruitment processes.	✓	✓	×	×	×	✓	×	✓
Attributes									
Integrity	Fulfilling a director's duties and responsibilities, putting the organisation's interests before personal interests, acting ethically.	✓	✓	✓	✓	✓	√	√	✓
Curiosity and Courage	A director must have the curiosity to ask questions and the courage to persist in asking or to challenge management and fellow board.	✓	√	√	√	✓	√	√	√
Interpersonal Skills	A director must work well in a group, listen well, be tactful but able to communicate their point of view.	✓	✓	✓	✓	✓	✓	✓	✓
Genuine Interest	Genuine interest in the WAFC	✓	✓	✓	✓	✓	✓	✓	✓
Instinct	Good business instincts and acumen, ability to get to the crux of an issue quick;y	✓	✓	✓	✓	✓	✓	✓	✓
Active Contributor	Willingness and ability to devote time and energy to the role.	✓	✓	✓	✓	✓	✓	✓	✓