



Sponsorship Liaison Officer

Volunteer Committee Position Description



Reports To

President / Treasurer



Works Closely With

President, Treasurer, Digital Communications Manager, Grants Officer

PURPOSE OF THE ROLE

Build and maintain the relationships that keep our club financially strong through local business sponsorship. This role is distinct from the Grants Officer (formal funding applications) and the Fundraising & Events Coordinator (community fundraising events).

KEY RESPONSIBILITIES

- Identify potential local business sponsors and make initial contact on behalf of the club
- Develop and present sponsorship proposals and packages to prospective sponsors
- Negotiate sponsorship agreements and ensure they are documented and approved by the President
- Maintain ongoing relationships with existing sponsors throughout the season
- Coordinate sponsor recognition — signage, social media mentions, event acknowledgements, website listings
- Work with the Digital Communications Manager to promote sponsor visibility online
- Report on sponsorship income and pipeline to the Treasurer and committee monthly
- Actively seek to renew agreements each season and grow the club's sponsor base

TIME COMMITMENT



4–6 hours/month (higher pre-season)



People Management

N/A



Budget Management

N/A

SKILLS & EXPERIENCE (HELPFUL, NOT REQUIRED)

- Hold or willing to obtain a current volunteer Working With Children Check (WWCC) — essential
- Confident communicator — comfortable approaching local businesses
- Relationship-focused and personable
- Basic negotiation and proposal writing skills
- A local business network is a significant advantage



Essential Requirements

This role requires a current Working With Children Check (WWCC) — or willingness to obtain one prior to commencing the role. The ordinary hours of this volunteer role can include weekends and evenings.



End-of-Year Handover

At the end of each season, the outgoing role-holder is responsible for: (1) reviewing and updating this position description to ensure it reflects how the role has evolved; (2) submitting the updated PD to the Secretary prior to the AGM; (3) participating in handover with their successor — sharing key contacts, documents, passwords, and institutional knowledge to ensure continuity for the club.



You'd be great for this if...

You know everyone in town or aren't afraid to walk into a local business and start a conversation. You understand that sponsors are partners, not just cheque-writers — and you take pride in making them feel connected to something that matters in their community.