

Milton Keynes Ice Hockey Club

Role Profile - Sponsorship Coordinator

Role Details:

Job title:	Sponsorship Coordinator
Location:	Milton Keynes
Reporting to:	Anna Kilbride (Director)

Purpose of role:

The role holder will be responsible for providing on-going support to the Management team with a primary focus on sponsorship coordination and liaison.

Responsibilities of role:

The responsibilities of the role will include (but not be limited to):

- Researching, contacting and meeting with potential sponsors as directed by the Sponsorship leads
- Creating and maintaining sponsorship spreadsheets to track activity progress
- Delegating and tracking new sponsorship leads
- Assisting the Sponsorship team in developing new sponsorship proposals and presentations
- Continually developing relationships between MKL and third-party sponsors
- Managing and tracking sponsor relationships to ensure that sponsorship benefits are met and exceeded in accordance with contractual agreements
- Responding to and managing any information requests regarding sponsorship

- Ensuring all sponsor logos and information are correct and key personnel information is always up to date
- Liaising with sponsors around press releases and news stories, and encouraging sponsors to promote MKL through their own media channels
- Liaising with the Marketing team to ensure the MKL website content is always up to date in relation to sponsors
- Liaising with the Marketing team to organise signage, banners or any other promotional items as needed
- Assisting colleagues and third parties to promote and operate a healthy, safe and secure working environment in line with appropriate policies and procedures
- Working with colleagues and third parties to ensure that the MKL brand is protected and managed appropriately at all times
- Actively promoting an equal, diverse and inclusive working environment for all colleagues

Experience and background:

The role holder will be expected to demonstrate:

- A background in a sponsorship or sales administration/coordinator role, ideally within a sports or events environment
- Demonstrable experience of sponsor engagement and partnership development
- Customer service skills coupled with excellent communication skills (both written and verbal)
- Excellent attention to detail
- MS Office experience, including Word, Excel and PowerPoint