



JOB DESCRIPTION

Head of Sponsoring and Partnerships

- Implementing (and further developing) the sponsoring strategy
We're looking for someone who brings a vision that aligns with our Sponsoring Strategy, brings along the experience and gets pleasure out of suggesting high-quality new ideas for potentially commercially successful sponsoring models.
- Securing sponsoring and partnerships
As our Sponsoring and Partnerships manager, you'll follow a strategic plan (decided on together with our CEO) for how contracts with key brands can be secured. Legal support is available through the law firm we work with. Sponsoring and Partnerships is both for the institution as well as for singular events and programmes. You'll implement this strategy through a transparent working plan and will achieve stretching income targets.
- Creating consistency
You will ensure sponsoring and partnership products that are consistent with our aims and programmes. We expect you to maximise opportunities for cross selling of sponsorship and partnership programmes. You'll own the process of creating these plans, making sure creative and content are aligned with the company's strategic objectives. We expect you to come up with ideas to bring our programmes and activities together with partnerships.
- Sponsor and partner maintenance
You will build and maintain strong external relationships with potential sponsors, corporate partners, and supporters, through securing and leading new business meetings and fostering existing strong relationships.
- Creating materials (in co-operation with Academy Productions event co-ordinators)
We expect you to write high-quality external communication documents, including sponsorship marketing materials as required by (and in close collaboration with) our Academy Productions events team.

- **Actively tracking and communicating**
You ensure that all approaches to the corporate sector are tracked consistently, through effective use of a CRM system or tracking spreadsheet.
- **Safeguarding the Academy's profile**
We expect you to guard the Academy's reputation for independence and protect our work from being compromised by sponsorship models.
- **Analyzing data: tracking, analyzing and reporting on sponsoring and partnership impact**
We expect you to track, analyze, and report on the impact of all our sponsoring and partnership activities. You look for ways to improve efforts and better engage with prospective sponsors and partners. Part of this is to evaluate similar industry players and compile and share industry trends.
- **Being a team player**
You are someone who sees work as part of a larger team effort and are experienced and skilled in cross functional working, contributing to and supporting other departmental work as appropriate.

For this job, we're looking for someone who defines themselves or is or is highly skilled in

Achievement-driven
 Business development
 Charm
 Collaboration
 Communication
 Confidence
 Contract controlling
 Creativity
 Curiosity
 Efficiency
 Empathy
 Entrepreneurship
 Film industry savvy
 Flexibility
 Negotiating
 Organization
 Persuasion
 Planning
 Project management
 Reliability
 Representation
 Sales experience
 Team working