

EAST RETFORD RUGBY UNION FOOTBALL CLUB

FOUNDED 1952



JOB DESCRIPTION

Marketing & Sponsorship Manager

Name of Marketing & Sponsorship Manager:

Responsible to: General Committee

Purpose:

To manage advertising and sponsorship activity for the club, encouraging companies to support rugby in exchange for promoting their business.

1. Manage marketing and sponsorship development.

Manage existing sponsor and advertiser relations. Work closely with the fundraising team to maximize opportunities.

2. Build new business opportunities.

Build business cases for possible partners illustrating the potential returns on investment. Contact industrial, commercial, individual and any other potential sponsors for the purposes of match sponsorship, function and ground advertising.

3. Matchday sponsorship.

Arrange match day hospitality as appropriate for game sponsors.

4. Maintain accounts.

Together with the Hon Treasurer, maintain the annual income and expenditure account. Work with the committee on the club's longer-term plans and the types of sponsorship that may be required (funds or goods).

5. Advertising and Sponsorship.

Work with the Marketing & Sponsorship Manager & the Publicity Officer to secure income for the club via different forms of sponsorship and advertising.

The above list of tasks is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope the role.