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| Job title: Business Development Manager – Events & Sponsorship | Responsible for: | Reporting to: Head of Events |
| <p>Primary Role To identify and secure new business opportunities in both sponsorship and staff engagement and to maximize income and participation from current partnerships</p> <p>To develop and sell event sponsorship packages to ensure ambitious fundraising targets are met. Initially focused on events the role has capacity to grow into supporting the wider fundraising team both nationally and regionally.</p> <p>Personal Specification To be successful in the role, you will demonstrate strong business development and event management skills, together with the ability and credibility to build and develop effective relationships with senior contacts in both major corporates and the military.</p> <p>You will be able to work on your own initiative to identify and create opportunities, developing them from initial contact through to securing income, ultimately to deliver a high-quality experience for the sponsors and event attendees that will secure repeat business.</p> <p>Direct Contacts Members of the public, event participants, sponsors, corporate sponsors, the Army, volunteers, external agencies and suppliers, representatives from other charities, external network groups and professional fundraising agencies.</p> <p>Outline Specific Tasks The following activities are intended as a guide to the main responsibilities of the post and are not an exhaustive list of duties and tasks.</p> <ul style="list-style-type: none">• To lead on business development and corporate engagement for the National Events Team's (NET) event portfolio including sponsorship, gift-in-kind, event partnerships, and corporate (client & employee) engagement• Build and develop sponsorship, corporate engagement, partnership and other relevant packages for the NET event portfolio• Create marketing and promotion plans for the sponsorship, corporate engagement and partnership packages• Manage the creative process behind promotional materials for sponsorship, corporate engagement and partnership packages including copy writing for tailored brochures and proposals• Organise a series of cultivation events working with Senior Management and Partnership team | | |

- Carry out detailed research into potential leads in liaison with the Partnership Team, including researching opportunities to develop and grow existing relationships with sponsors and event partners
- Identify and attend relevant networking or similar events with the view to generating leads
- Approach cold and warm leads with the view of selling packages and developing partnerships including delivering presentations to potential leads, sponsors and event partners (if required)
- Lead on the negotiations with potential sponsors and event partners including creating contracts and managing payments
- Account manage and develop relationships with sponsors and event partners including providing any reporting needed
- Coordinate and manage sponsors and events partners' involvement at events working in partnership with the relevant event manager
- Work closely with Partnerships Team, Senior Management Board, Committee members and Regional Directors
- Contribute positively to the team, be flexible within the broad remit of the post, and be prepared to take on other tasks/projects when required
- Use Raiser's Edge to record all interactions with leads, sponsors and event partners

Special Circumstances

This role will involve travel to events and on occasion overnight stays. The role will also involve working some unsociable hours.

Agreed by:

Date:

Published Date: