

JOB DESCRIPTION		
<b>Job Title:</b> Sponsorship Manager		<b>Accountable to:</b> Director, Innovation and Business
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35 / 1.0	<b>Weeks per year:</b> 52
<b>Salary:</b> £33,090 - £40,638 per annum		<b>Grade:</b> 4
<b>College/Service:</b> CSM / Innovation and Business		<b>Location:</b> King's Cross, Granary Building
<b>Purpose of Role:</b> To develop and maintain an effective corporate sponsorship function for Central Saint Martins as part of the Innovation and Business team at the College and in association with the Development and Alumni Relations team in the University. To grow income for the department and the College through its event programme.		
<b>Duties and Responsibilities</b> <ul style="list-style-type: none"><li>• To implement the annual business plan for corporate sponsorship, as agreed by the Director of Innovation and Business and the College Management Team and to develop sponsorship income from the corporate sector provide an effective fundraising operation, focusing primarily on attracting sponsorship from the corporate sector, which can be used to benefit staff and students across the College.</li><li>• To build and maintain good relationships with College sponsors and donors, including developing and delivering suitably rewarding sponsorship packages.</li><li>• To work with the College Innovation and Business team and other relevant departments to ensure all sponsorship packages are effectively contracted and all college obligations are delivered.</li><li>• To work with the College Innovation and Business team and, in coordination with the UAL Development and Alumni Relations team where appropriate, to develop and maintain an effective care and cultivation programme for College sponsors and clients including effective record-keeping; preparation of evaluation and monitoring reports; maintaining feedback mechanisms; and preparing new proposals in advance of contract end dates..</li><li>• To contribute to the development of the department's marketing and PR activity and the wider public profile for the full range of work done in the College in association with the External Relations team, including in the press, among prospective and current clients, visitors and key decision makers, to support the business development effort.</li><li>• Working with the Corporate Relations Manager, to support students in their degree show fundraising efforts and future employability by setting up and delivering a workshop on finding sponsorship.</li></ul>		
<b>General</b> <ul style="list-style-type: none"><li>• To be part of the Innovation and Business team and to work with members of this team and those in the College's External Relations team to ensure that maximum benefit is gained from and by all College clients.</li><li>• To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University</li><li>• To undertake health and safety duties and responsibilities appropriate to the role</li><li>• To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work</li><li>• To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities</li><li>• To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness</li><li>• To conduct all financial matters associated with the role in accordance with the University's policies and procedures. as laid down in the Financial Regulations</li></ul>		

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

**Internal**

- Director of Innovation and Business and Director of External Relations
- College senior management team, programme directors and course leaders
- Innovation and Business, and External Relations business development and operational management staff
- Staff of the UAL department of Development and Alumni Relations and corporate relations and enterprise staff in other colleges.

**External**

- College clients and potential clients and their PR companies

**Specific Management Responsibilities**

**Budgets:** Delivery of corporate sponsorship target as appropriate

**Staff:** none

**Other** (e.g. accommodation; equipment): None

Signed \_\_\_\_\_ Date of last review: November 2015  
(Recruiting Manager)

**Job Title: Sponsorship Manager****Grade: 4**

Please ensure you provide evidence to demonstrate clearly how you meet the following criteria.

<b>Person Specification</b>	
Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"><li>• Degree or equivalent qualification</li><li>• Use and management of database systems</li><li>• Knowledge of the arts and design as discipline areas desirable</li><li>• Excellent proposal writing and presentation skills</li></ul>
Relevant Experience	<ul style="list-style-type: none"><li>• Experience of marketing or fundraising in either the charitable, creative or HE sector</li><li>• Entrepreneurial flair, including the ability to convert contacts into sales</li><li>• Proven fundraising and sales experience</li><li>• An understanding of client PR and marketing objectives</li><li>• Proven experience of relationship building with clients and internal teams</li></ul>
Communication Skills	<ul style="list-style-type: none"><li>• Communicates effectively orally, in writing and/or using visual media.</li></ul>
Leadership and Management	<ul style="list-style-type: none"><li>• Motivates and leads a team effectively, setting clear objectives to manage performance</li></ul>
Research, Teaching and Learning	<ul style="list-style-type: none"><li>• n/a</li></ul>
Professional Practice	<ul style="list-style-type: none"><li>• n/a</li></ul>
Planning and Managing Resources	<ul style="list-style-type: none"><li>• Plans, prioritises and organises work to achieve objectives on time</li></ul>
Teamwork	<ul style="list-style-type: none"><li>• Works collaboratively in a team and where appropriate across or with different professional groups.</li></ul>
Customer Service	<ul style="list-style-type: none"><li>• Builds and maintains positive relationships with students or customers</li></ul>
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"><li>• Uses initiative or creativity to resolve problems</li></ul>

**Last updated July 2017**