

Chapter Leader Position Description: Director of Sponsorship & Partnership

Position Summary:

This position reports to the Executive VP of Governance. The Director of Sponsorship & Partnership will manage the membership, sponsorship, and partnership programs for our organization. The Director of Sponsorship & Partnership is responsible for implementing, creating, and working with the Executive VP to carry out partnerships, programs, and initiatives that connect sponsor/partners and help our members and the partnership accomplish their goals. In this role, you’ll build strong relationships with sponsors and secure/maintain partnerships. You’ll research leads, maintain a pipeline of qualified opportunities, lead the proposal process, and development amicable relationships.

Time Commitment:

**Term**: One Year

Estimated Time Requirements per month:

* Perform responsibilities of the position and participate in communications about chapter issues: 6 hours
* Attend monthly board meeting: 1.5 hours plus travel time
* Attend monthly chapter meetings and/or Special Interest Group meetings, when possible: 2 hours plus travel time and additional time to cover setup and breakdown as needed
* Participate in at least one chapter-wide committee: 2 hours
* Attend Annual Chapter Leaders (ALC) conference (strongly recommended)

Responsibilities:

* Attends potential partner events
* Identifies potential partners and sponsors
* Secure meetings with senior level decision makers that incorporate a clear understanding of the prospective partner's marketing and business objectives
* Create innovative strategic partnership programs that exceed partners’ expectations and brand goals, aiming for integrated packages encompassing multiple sponsorship mediums
* Work with Directors of Events to create partnership/sponsorship strategies
* Work with Director of external communication to ensure partnership/sponsorship strategies are realized

Training

* Recruit and train incoming Director of Event Planning
* Update personal knowledge of ATD strategies and operations

General

Support and promote CARE and the strategic goals and action plans of the chapter

**Training**

* Train volunteers to assist with identifying Sponsors & Partners
* Train incoming Director of Sponsorship & Partnership
* Update personal knowledge of ATD strategies and operations

Board Participation

Reports efforts to the VP of Programs on a regular basis

Participates in monthly board meetings

Attends chapter meetings, ATD International Conference & Exposition, and ATD Chapter Leaders Conference (ALC), as available

Participates in other chapter events, committee meetings, and conferences as available

Represents chapter professionally and ethically in all business functions/organizational activities

Qualifications:

* Member of Greater Richmond ATD Chapter (required)
* Well organized with multi-tasking skills (required)
* Proven team player (required)
* Relationship Management experience (preferred)
* Project Management experience (preferred)
* Ability to identify opportunities, develop strategies, and negotiate contracts (preferred)
* Bachelor’s degree or equivalent experience (preferred)
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities
* Time to attend board meetings and other chapter functions as required by this position

**Benefits:**

* Paid membership for Greater Richmond ATD Chapter
* Paid attendance for Greater Richmond chapter events
* Paid Professional-Plus Level Membership to ATD National (when appropriate)
* ALC conference and hotel registrations (when appropriate)