

Job Title: Sponsorship Relations and Fulfillment Manager
Reports To: Managing Director of Sponsorship and Event Relations

FLSA Status: Exempt
Date: January 20, 2023

Summary

The main focus and responsibilities of this position are to 1) Manage sponsor relations and sponsorship fulfillment 2) Assist with the research and procurement of sponsors for the Association and its programs 3) In collaboration with the various USHJA Departments assist with special projects and events for promotion of the association.

Essential Duties and Responsibilities include the following:

- **Sponsorship** –1) Manage all sponsor fulfillment benefits, on-site and in-house, seek additional benefits to offer sponsors to enhance relationships. Assist in research and procurement of sponsors for the association that support and enhance the mission and brand of the association as well as offer member benefits, services, or education. 2) Oversee all in-kind aspects of sponsor agreements including tracking of products and reporting to accounting. 3) Support the sponsorship strategy to identify prospects and report to the Board of Directors regarding efforts and goal achievement as set by the Board.
- **Additional Duties:**
 - **Branding**-Manage and track all logo requests. Manage all onsite signage needs for association and sponsors.
 - **Mailing List**-Manage and track all list requests and usage for sponsor fulfillment and USHJA In Stride.
 - **Event Planning and Management:** Able to provide oversight on the management of special events through scheduling, signage, catering and décor.
 - **VIK/Award Management**-Inventory and distribute sponsor product for awards at various championships, manage product to be sent to award winners and work with sponsors for product inventory and distribution.
 - **Billing and Invoicing:** Works closely with accounting department on invoicing sponsors, tracking VIK value and assigning value to each program for budgeting.
 - **Communications Approval** - Approves all communications sent out to the association to ensure branding and sponsors. Included are website updates, monthly all member eNews, zone eNews, press releases and quarterly show manager eNews .

Competencies: To perform the job successfully, an individual should demonstrate the following competencies:

- **Interpersonal Skills**-Ability to influence and delegate, demonstrate strong active listening and leadership skills.
- **Organization and Time Management**-Able to coordinate multiple projects with various teams simultaneously to deliver the end product for printed programs, and scheduling,
Communication - Speaks clearly and persuasively in positive or negative situations;

listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings. Writes clearly and informatively; varies writing style to meet needs; presents data effectively; strong written skills.

- **Situational Management**– Able to manage difficult or emotional situations; Respond in a prompt, resourceful and diplomatic manner to unpredictable situations onsite and in the office. Able to adapt to changes in the work environment; manage competing demands; change approach or method to best fit the situation. Able to deal with frequent change, delays, or unexpected events.
- **Teamwork** –Collaborates and communicates creatively and effectively with internal and external teams.
- **Initiative** - Looks for and takes advantage of opportunities that support USHJA initiatives; Looks for ways to improve and promote quality programs.
- **Organizational Support** – Able to follow policies and procedures; complete tasks correctly and on-time; support organization’s goals and values. Able to demonstrate accuracy and thoroughness. Support and follow staff and volunteer leadership’s direction.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** College degree or higher. Intermediate knowledge of the hunter and jumper industry is required. Horse sports in general are preferred. A minimum of three years’ work experience in related field.
- **Computer and Office Machine Skills:** Has proficient knowledge of Windows operating systems, Microsoft Office Suite, Adobe, Word and Excel. Ability to effectively utilize the internet for research. Understanding of basic PC concepts (files, file paths, copying and pasting, deleting and moving files) and common office machinery.
- **Other Requirements:** Travel is required (estimated at three to four trips per year). After hours and weekend work may be required for special projects and events.

Certificates, Licenses, Registrations

Possess and maintain a valid driver’s license with no restrictions.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms. The employee must frequently lift and/or move items ranging in weight. While performing the duties of this job, the employee is required to travel by air or automobile. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The noise level in the work environment is usually moderate.