

As of 6/1/2021

Position Title: Director of Chapter Sponsorship (NEW POSITION)

POSITION SUMMARY

The Director of Chapter Sponsorship promotes and manages all phases of the Chapter's Sponsorship Program. The Director develops and executes strategies and a marketing plan in order to meet yearly sponsorship goals. These include, but are not limited to, sponsor prospecting and recruitment within and outside the Chapter, proposal customization and presentations, contract negotiations and revisions, and sponsor follow-up and support.

TIME COMMITMENT

TERM: 2 Years

ESTIMATED TIME REQUIREMENTS PER MONTH

- Attend board meetings: 1.5 hours.
- Attend Chapter meetings and other Chapter events, as needed: (2 hours)
- Attend and have on-going communications with relevant business organizations within the Research Triangle (e.g., Chambers of Commerce, Association Executives of NC, etc.): 2-3 hours plus travel time.
- Communicate and coordinate activities with other board members regarding potential and current sponsors, and questions and/or issues: 1-2 hours.

YEARLY:

- Attend 2 Board Retreats each year; January and July: 1 day and ½ day respectively.
- (Optional) Attend the [ATD National Chapter Leaders Conference](#) : 2 days.

VALUE/BENEFITS

PERSONAL AND PROFESSIONAL:

- Network with other Business and Talent Development professionals locally and nationally

- Discounted [ATD National Professional Plus Membership](#)
- Professional development and continuous learning
- Qualification points for ATD certifications.
- Leadership experience in a professional organization
- (Optional) Invitation, Free Registration, and stipend for hotel & travel to [ATD National Chapter Leaders Conference](#)

RESPONSIBILITIES

OPERATIONS:

- Maintain and implement sponsorship program guidelines to increase Chapter, A La Carte, and Advertising Sponsorships; make recommendations to revise/update guidelines based on feedback from current and potential sponsors.
- Develop and implement a sponsorship sales/marketing plan to increase sponsorship revenue in a cost-effective manner in order to meet or exceed the overall Chapter objectives.
- Develop and implement a sponsorship budget to achieve the sales/marketing plan.
- Attend local business events, appropriate (trade) shows, etc. to promote Chapter activities; identify and develop relationships with potential sponsors.
- Manage all sponsorship activities: sponsor prospecting and recruitment, proposal customization and presentations, contract negotiations and revisions, sponsor follow-up and support, and represent the Chapter at industry and business functions.
- Coordinate activities with VPs of Marketing and Communication to ensure Sponsorship information on the Chapter website is current and up to date.
- Coordinate on-boarding activities of new sponsors with Chapter Admin.
- Reports to the VP of Finance; maintain a monthly log/journal of marketing and follow-up activities to be sent to VP of Finance and President-Elect; provide briefings to the Board of Directors as necessary or as requested.
- Other duties as needed within the scope of the position.

BOARD ROLE:

- Acts as a liaison to the business, educational, and community leaders and reports back to the board on the needs of sponsors.
- Participates in monthly board meetings, chapter meetings, ATD Chapter Leader Webinars; may be asked to attend ATD Chapter Leaders Conference (ALC).

- Supports and promotes chapter affiliation requirements (CARE), the strategic goals and action plans of the chapter.
- Participates in other chapter events, committee meetings, and workshops.
- Represents chapter professionally and ethically in all business functions/organizational activities.

QUALIFICATIONS

- Experience with developing and executing marketing plans and strategies.
- Experience with proposal customization and presentation.
- Skilled in sponsor prospecting, recruitment and contract negotiations.
- Excellent communication, personal interaction, and problem-solving skills.
- Ability to work independently in a multi-task position, i.e., plan, organize, and execute activities as required by the position.
- Ability to complete projects within established timeframes.
- Ability to fully participate in chapter programs and board meetings.
- Has a passion to advocate for the chapter.
- Ability to collaborate with other Board members.
- Member of ATD National and ATD-RTA member in good standing.

ATD RESOURCES:

[ATD RTA Board Google Site](#)
[Chapter Relations Manager \(CRM\)](#)
[National Advisors for Chapters \(NAC\)](#)
[Chapter Affiliation Requirements \(CARE\)](#)
[Sharing Our Success \(SOS\)](#)
[Chapter Leader Community \(CLC\)](#)
[Leadership Connection Newsletter \(LCN\)](#)
[Toolkits](#)
[Chapter Leader Webcasts](#)