****

**PCMA Southeast Chapter**

**Board of Directors Position Description**

Position Title: ***Director of Sponsorship***

Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Sponsorship is responsible for promoting opportunities, outreach, and securing of the Chapter’s marketing and events’ sponsors. **This position is responsible for leading the chapter’s Sponsorship Committee of Volunteers on all sponsorship initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Securing sponsors for Chapter

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

* Accordance with all bylaws and policies mandated by Chapter and PCMA National
* Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
* Attend and participate in an annual board retreat (typically Thursday – Saturday)
* Organize, manage and lead a committee of volunteers
* Accountability for tracking and execution of operational tasks relating to position
* Support initiatives and programs held by the chapter
* Manage budget for any associated costs for Chapter’s sponsors
* Create a succession plan and train successor toward end of term

**Sponsorship Sales**

* Secure CVB and Supplier sponsors for four (4) quarterly educational programs
* Secure sponsors for Spring and Fall Community Service programs
* Secure sponsorships for annual Social Event
* Secure sponsors for Convening Leaders Chapter Reception
* Secure website and e-newsletter sponsors
* Assist with securing sponsors for up to four (4) satellite meeting per year; work with Past President
* Secure annual Volunteer of the Year Sponsor
* Secure annual Planner Recruitment Sponsor
* Secure annual Past Presidents Circle Sponsor
* Monitor sponsorship fulfillment requirements, communicate deadlines, and ensure all are met
* Obtain logos from current sponsors and ensure proper logo placement for duration of sponsorship
* Assign tasks to committee members and schedule quarterly (or more, if needed) conference calls
* Obtain signed sponsorship agreement form from each sponsor and submit to Chapter Admin
* Create and/or work with potential sponsors on new ideas for sponsorship opportunities

**Website, Social Media & Online Community Management**

* Write and submit sponsor information for Chapter News on website and subsequent newsletter
* Assist with social media postings to generate sponsorship interest

**KNOWLEDGE, SKILLS, AND ABILITIES:**

* Knowledgeable of PCMA
* Ability to outline needs, target prospects, and effectively engage membership for sponsorship participation
* Ability to work in a fast-paced environment and meet deadlines
* Ability to work on own and delegate tasks
* An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
* Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

* Ability to perform work utilizing a computer for extended periods of time
* Ability to sit for extended periods of time in performing work
* Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.