



**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.