

Sponsorship Coordinator (Part Time)

Equestrian South Australia (ESA)

Who Is Equestrian South Australia (ESA)?

ESA is the peak body for horse sports in South Australia and comes under the banner of Equestrian Australia who control horse sports across the 6 states and the Northern Territory. ESA oversees all disciplines of South Australia's competitive horse sports from a junior level through to serious competitor class competition, as well as providing an accreditation pathway for coaches and officials. At a more senior level, Equestrian Australia is affiliated with the Federation Equestre Internationale (FEI) who are the administrators of international horse sports.

ESA maintains affiliations with Equestrian Australia, relevant Government and Non-Government agencies at the State level, for example the Office of Sport & Recreation South Australia and Sport SA. ESA is a non-profit organisation incorporated under the South Australian Associations Incorporations Act 1985 and is comprised of individual members, affiliated clubs, life members, coaches, and officials.

Position Purpose

Primary – heavy focus on sponsorship event planning and design, as well as running activity on behalf of Sponsors/ESA. To enhance corporate sponsorship value, brand equity and exposure for ESA's alliances through its direct sponsorship relationships, including but not limited to all facets of corporate contractual obligations and value add assets for our main sponsors, along with Office Recreation, Sport & Racing, and other key stakeholders.

Secondary - The Sponsorship Coordinator will work closely with the Executive Officer (EO), high performance stakeholders and the ESA team and supports the ESA Discipline Committees and indirectly clubs to promote events, products, services, activities, and work of ESA, via traditional and creative sponsorship management methodology. This role is responsible for branding, promoting and supporting the ESA Sponsors through the eyes of senior and junior athletes and their extended social networks and community.

Position Responsibilities – Working in consultation with a subcommittee of ESA Board, and Executive Officer, the successful candidate will provide -

This new position is to develop/plan and co-ordinate events across the ESA world in conjunction with the corporate sponsors, by providing assistance with the development and implementation of a sponsorship contractual execution plan for ESA. This is a new and essential task to managing our sponsorship protocols more efficiently and enhancing our awareness and promotion of our events, programs, achievements, and good news stories as well as responding to incidents.

In addition, you will work with the EO to identify and refine our commercial priorities with a view to developing marketing/sponsorship proposals, with the communications coordinator to reflect investment and return for contracted sponsors. You will also service DC and indirectly clubs with a coordinated and clear sponsorship plan to ensure benefits are received in return for investment to sponsors.

Regular review of ESA sponsorship duties and actionable items are kept current, delivered on time and in full. Daily uploading and amendments of ESA sponsorship action list will include including: -

- Branding duties and collateral, around all contracted obligations.
- Updates to internal and external alliances on progress.
- Setting out required resources, ordering promotional materials and coordination of digital assets to support Monthly calendar of events including listing for all events for 6 x disciplines.
- Prepare sponsorship plans and obligations and create assets when appropriate.
- Promote sponsors via website and other social media means.
- Follow-up with reports on anything that leverages values delivered to sponsors.

Monitoring of various media mediums and advising of potential opportunities to benefit ESA and its sponsors.

Timely monitoring of any ESA related sponsorship media and cross promotion via our social platforms and via contact personnel from those corporate sponsor companies.

Develop and present proactive reports for sponsors in consultation with EO. Promote relevant sponsorship assets to the Equestrian community along with positive news stories pertaining the ESA.

Create collateral and oversee the presentation management of ESA sponsorship assets to targeted audiences.

Develop, design and review ESA membership brochure outlining all sponsorship opportunities, annually.

Work with EA sponsorship team to work on mutual sponsors and also avoid conflicts if there are different entities involved.

Assist with the design of ESA merchandise and manage its promotion, sales, and distribution.

Coordinate, promote and provide support for sponsors at DC events, products, services, and activities.

Actively communicate with the various channels such as club affiliates, and other target groups, on a wide range of matters.

Collate and provide EO with accurate monthly analytics statistics of the ESA sponsors exposure via Facebook pages.

In addition, you will also assist with the production of the AGM Annual Report and the staging of the AGM and the ESA Annual Awards Night, promoting all sponsors to the ESA membership base.

Utilising all available promotional materials and asset obligations, our Coordinator will enhance exposure through any contracted activity whether high performance, and junior development initiatives, and if needed, support DCs with events, shows and programs.

Essential Qualifications & Experience

Excellent skills at executing sponsorship deliverables.

Excellent and proven interpersonal, verbal, and written communications skills.

Strong project management and organisational skills.

Demonstrated ability to work within a team and operate alone when required.

Demonstrated ability to work in a proactively diverse and inclusive organisation.

Demonstrated ability to multitask, with organisational skills to manage and promote event orientated duties.

Proven ability to work effectively under pressure.

Effective contractual and supplier negotiation skills including the ability to prepare proposals, plans and programs.

Ability to copywrite, proof or write content for various social media mediums and media releases.

Strong editing skills and competence in a range of social media platforms.

Ability to see and capture or create content rich material that is audience and media worthy.

Good knowledge of working with MS Office suite and graphic design products.

Proficient skills in photography, videography, voice over and content editing.

Attention to detail.

Current motor vehicle license.

Current Working with Children check.

Experience in the field of equestrian.

Desirable & Developing Qualifications

Qualification in sports management, account management, business development (i.e. sponsorship contracts).

Qualification in collateral development and branding sponsorship materials and assets.

Qualification in merchandizing, event signage and exposure placement linked to photography, videography.