



Code: 0347

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: General Administrative

CLASS TITLE: SPONSORSHIP COORDINATOR

CHARACTERISTICS OF THE CLASS

Under general supervision, performs sales or program support activities to encourage participation, solicit donations and secure sponsorships for City events, festivals, and programs, and performs related duties as required

ESSENTIAL DUTIES

- Researches and identifies industries and organizations to contact and solicit financial and in-kind contributions and corporate sponsorships from businesses and groups in support of departmental programs and events (e.g., City Festivals, One Summer Chicago Youth Program, YOUMedia)
- Develops marketing and recruitment strategies to encourage participation from businesses, groups and external stakeholders
- Establishes and cultivates partnerships with current and prospective sponsors and supporters to provide opportunities for mentoring children and teens in educational, cultural and vocational programming and initiatives
- Makes cold calls and repeat requests to potential employers, donors and sponsors to solicit participation in events and programs
- Prepares and disseminates recruitment and sponsorship packages, including summaries of upcoming events, levels of participation, fees, benefits, and past sponsorship support
- Develops employment agreements and job descriptions for businesses participating in the One Summer Chicago Youth Program
- Coordinates programs and initiatives with City departments, sister agencies, not-for-profit organizations and private companies to solicit program participation
- Negotiates contract agreements with sponsors detailing benefits to be received for sponsorship
- Works with the Departments of Law and Finance to prepare and finalize contract agreements
- Serves as a liaison to employers and sponsors, addressing issues and providing support to ensure program satisfaction and to address various needs or concerns they may have
- Secures cash, in-kind donations, and advertising materials from employers and/or sponsors
- Serves as a liaison to and attends scheduled events to assist employers and/or sponsors and ensure they receive appropriate benefits
- Assists in the creation and development of promotional materials
- Prepares and maintains detailed information and reports to communicate employer or sponsorship research, inquiries, progress, initiatives and sales activities
- Recommends policies and procedures to be followed by partners providing the delivery of services to targeted audiences
- Designs project-based programs with partners to provide opportunities for personal, academic and career-related growth for participants
- Develops surveys and assessment tools to evaluate the effectiveness of collaborative efforts with participating partners
- Creates and updates databases (e.g., employer, sponsorship)

- Prepares informational packages and other marketing materials to promote programs and events, as required
- Arranges logistics, accommodations, and itineraries for entertainers and guests, as needed
- Coordinates, attends, and assists with receptions, sponsored events, and hospitality parties or appreciation events for employers and sponsors, as required

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Seven (7) years of work experience in sales, securing sponsorships, or developing recruitment strategies, **OR**
- Graduation from an accredited college with an Associate's degree in Business Administration, Marketing, Communications, Humanities, Education or a directly related field, PLUS five (5) years of work experience in sales, securing sponsorships or developing recruitment strategies, **OR**
- Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Marketing, Communications, Humanities, Education or a directly related field, PLUS three (3) years of work experience in sales, securing sponsorships or developing recruitment strategies, **OR**
- Graduation from an accredited college or university with a Master's degree or higher in Business Administration, Marketing, Communications, Humanities, Education or a directly related field, PLUS two (2) years of work experience in sales, securing sponsorships or developing recruitment strategies

Licensure, Certification, or Other Qualifications

- None

WORKING CONDITIONS

- General office environment

EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Moderate knowledge of:

- developing sponsorship, marketing, and public relations plans
- employment sectors, workforce development, cultivating private business, and youth development

- contract administration

Some knowledge of:

- geographical locations in the City
- city neighborhoods, community organizations, and leaders
- applicable computer software packages

Knowledge of applicable City and department policies, procedures, rules, regulations, and ordinances

Skills

- *ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- *ACTIVE ENGAGEMENT - Give full attention to what other people are communicating, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- *CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *TIME MANAGEMENT - Manage one's own time and the time of others
- NEGOTIATION - Bring others together and trying to reconcile differences
- PERSUASION - Persuade others to change their minds or behavior
- *JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

Abilities

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem

Other Work Requirements

- INITIATIVE - Demonstrate willingness to take on job challenges
- LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
- SOCIAL ORIENTATION - Prefer to work with others rather than alone and being personally connected with others on the job
- ADAPTABILITY/FLEXIBILITY - Be open to change (positive or negative) and to considerable variety in the workplace

- **DEPENDABILITY** - Demonstrate reliability, responsibility, and dependability and fulfill obligations
 - **ATTENTION TO DETAIL** - Pay careful attention to detail and thoroughness in completing work tasks
 - **INNOVATION** - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
 - **ANALYTICAL THINKING** - Analyze information and using logic to address work or job issues and problems
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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

* May be required at entry.

City of Chicago
Department of Human Resources
June, 2017; April, 2025