CLASS TITLE: SPONSORSHIP COORDINATOR

CHARACTERISTICS OF THE CLASS
Under general supervision, performs sales activities to solicit donations and secure sponsorships for festivals, programs, and events coordinated by the Mayor’s Office of Special Events, and performs related duties as required

ESSENTIAL DUTIES
• Researches and identifies industries and organizations to contact and solicits financial and in-kind contributions and corporate sponsorships from businesses and groups in support of departmental special events
• Makes cold calls and repeat requests to potential donors and sponsors to solicit participation in events
• Prepares and disseminates sponsorship packages, including summaries of upcoming events, levels of participation, fees, benefits, and past sponsorship support
• 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 sponsors, addressing issues or needs they may have
• Secures cash, in-kind donations, and advertising materials from sponsors
• Serves as a liaison to and attends scheduled events to assist sponsors and ensure they receive appropriate benefits
• Assists in the creation and development of promotional materials for events
• Prepares reports on sponsorship and sales activities
• 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 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
• Graduation from an accredited college or university with a Bachelor’s degree in Business Administration, Marketing, or a directly related field, plus three years of work experience in sales; or an equivalent combination of education, training and experience

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, modems, scanners)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Moderate knowledge of:
- developing sponsorship, marketing, and public relations plans
- 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 LISTENING - Give full attention to what other people are saying, 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

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
(Valtera Corporation)

September, 2010