



| Position                      | Location         | Position Description Completed |
|-------------------------------|------------------|--------------------------------|
| Sponsorship And Communication | Avoca Beach SLSC | 1st of June 2026               |
| SLS Branch Authority          |                  | SLSNSW Authority               |
| nil                           |                  | nil                            |

## PURPOSE STATEMENT

The Volunteer Director of Sponsorship and Grants will be instrumental in securing financial support and resources crucial for the club’s activities and development. This role involves creating and implementing strategies to attract and retain sponsors, identify grant opportunities, and build relationships with potential supporters. The Volunteer Director will work closely with the Club President, Board of Directors, and other volunteers to ensure that sponsorship and grant activities align with the club’s goals.

## ROLE & RESPONSIBILITIES

### ROLE ENTRY REQUIREMENTS

#### 1. Sponsorship Development:

- Develop and implement a strategy to attract new sponsors and retain current ones.
- Identify potential sponsors and create engaging sponsorship proposals and packages.
- Foster and maintain strong relationships with sponsors, ensuring they receive the promised benefits and recognition.
- Oversee sponsorship fulfillment and activation, ensuring all agreed-upon deliverables are met.
- Provide regular updates on sponsorship activities and outcomes to the Board of Directors.
- Conduct an annual sponsor appreciation lunch or dinner.
- Send sponsors appreciation letters and certificates annually.

#### 2. Grant Management:

- Research and identify suitable grant opportunities that align with the club’s needs and mission.
- Write and submit grant proposals and applications, ensuring clarity and compliance with grant requirements.
- Track and manage the grant application process, including deadlines and necessary documentation.
- Ensure compliance with grant reporting requirements and maintain positive relationships with grant funders.
- Evaluate and report on the impact of grant-funded initiatives.

#### 3. Strategic Planning:

- Work with the Club President and Board of Directors to align sponsorship and grant strategies with the club’s strategic objectives.
- Assist in developing and managing budgets related to sponsorship and grants.
- Provide insights and recommendations to optimize sponsorship and grant strategies.

#### 4. Communication and Outreach:

- Represent the club at community events and networking opportunities to promote sponsorship and grant possibilities.
- Assist in preparing and maintaining promotional materials, presentations, and resources to support sponsorship and grant efforts.
- Assist with coordinating the club's marketing and communications team to ensure consistent messaging.
- Be a current, financial member of SLSNSW Club or service.

#### KEY CHALLENGES IN THE ROLE

- **Securing Funding:** Finding and securing sponsorships and grants can be highly competitive. It requires a deep understanding of potential sponsors' and grant-giving organizations' interests and aligning the surf club's needs with these interests.
- **Building Relationships:** Establishing and maintaining strong relationships with sponsors and grant providers is crucial. This involves networking, effective communication, and demonstrating the value and impact of the surf club's activities.
- **Aligning Objectives:** Ensuring that the surf club's goals align with those of potential sponsors and grant organizations. Misalignment can lead to difficulties in obtaining and retaining support.
- **Proposal Writing:** Crafting compelling and persuasive proposals that highlight the club's needs, benefits, and community impact is a significant challenge. Effective proposal writing requires both skill and experience.
- **Compliance and Reporting:** Meeting the requirements and expectations of sponsors and grant providers, including reporting on the use of funds and the outcomes achieved, can be demanding. This involves meticulous record-keeping and transparent communication.
- **Resource Management:** Balancing the time and resources dedicated to securing and managing sponsorships and grants with other responsibilities within the club. This often involves prioritizing and delegating tasks effectively.
- **Market Saturation:** In areas where many organizations are seeking sponsorships and grants, standing out and making the surf club's case compelling is a significant challenge.
- **Adapting to Trends:** Keeping up with trends in sponsorship and grant funding, such as changing priorities or new types of funding opportunities, and adapting strategies accordingly.
- **Maintaining Sponsor Satisfaction:** Ensuring that sponsors feel valued and see a return on their investment in the club can involve ongoing engagement, reporting, and fulfilling agreed-upon benefits or visibility.
- **Financial Management:** Properly managing and allocating the funds obtained through sponsorships and grants, ensuring they are used effectively and in line with both the surf club's needs and the expectations of the funders.
- **Succession planning:** Key steps include training the successor, transferring critical knowledge, and maintaining continuity in sponsor relationships. It's crucial to align the successor with the club's goals, communicate the transition plan to stakeholders, and build necessary leadership skills. Regularly review and adjust the plan as needed, and ensure a contingency plan for unexpected departures. Engaging the board and senior leadership helps ensure a smooth and effective transition.

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| <b>PREFERRED QUALIFICATIONS OR EXPERIENCE</b>  |   |
| <ul style="list-style-type: none"> <li>• Experience in sponsorship, grant writing, or fundraising is beneficial but not required.</li> <li>• Strong interest in community service and the mission of the Surf Life Saving Club.</li> <li>• Excellent communication and interpersonal skills, with the ability to build relationships with sponsors and grant funders.</li> <li>• Organizational skills with attention to detail and the ability to manage multiple tasks.</li> </ul> | <ul style="list-style-type: none"> <li>• Enthusiasm and a proactive attitude towards volunteering and supporting the club's initiatives.</li> <li>• HR/WHS</li> <li>• Working with children check</li> <li>• Basic proficiency in Google Microsoft Office Suite.</li> </ul> |
| <b>PERSONAL CHARACTERISTICS</b>  |   |
| <ul style="list-style-type: none"> <li>• Ability to adapt style</li> <li>• Community minded</li> <li>• Flexibility</li> <li>• Genuine interest in helping others</li> <li>• Good moral judgement</li> <li>• Good prioritisation skills</li> </ul>  | <ul style="list-style-type: none"> <li>• Integrity</li> <li>• Organised</li> <li>• Professional yet affable</li> <li>• Resilient</li> <li>• Self-awareness – insight into competence</li> <li>• Self-directed (self-control and management)</li> </ul>                      |
| <b>KEY STAKEHOLDER RELATIONSHIPS</b>   |   |
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