

SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - ASSISTANT SPONSORSHIP EXECUTIVE					
<b>Sector</b>	Tourism				
<b>Sub-Sector</b>	Meetings, Incentives, Conferences and Exhibitions				
<b>Track</b>	Business Development, Sales, Sponsorships and Marketing				
<b>Occupation</b>	Sales and Marketing Executive				
<b>Job Role</b>	Assistant Sponsorship Executive				
<b>Job Role Description</b>	<p>The Assistant Sponsorship Executive is responsible for supporting the team in maintaining and fostering positive relationships with sponsors. He/She assists in all administrative aspects of the implementation, delivery and management of sponsorship benefits as agreed in the sponsorship agreements.</p> <p>Well-organised and resourceful, he is meticulous and has excellent multi-tasking skills, being able to coordinate several tasks and activities at the same time. He exhibits initiative in dealing with any administrative requirements of new and existing sponsorship agreements and maintains and updates databases, filing systems and performs other general administrative roles.</p> <p>He may need to travel frequently to maintain rapport with potential and existing sponsors. He works on a regular work-week from Mondays to Fridays, but occasionally works over evenings, weekends and/or public holidays in support of sponsored events, conferences and exhibitions.</p>				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>			
		Develop sponsorship strategies	Generate reports on sponsors' value-add and contributions to determine sponsorship worth  Perform data collection of industry and market trends pertaining to sponsorships		
	Develop new sponsorship opportunities	Conduct research of potential sponsors' organisational and market information for the development of sponsorship proposals  Coordinate onboarding activities of new sponsors			
		Manage sponsorship accounts	Coordinate execution of sponsorship agreements  Administer feedback channels to gather sponsors' sentiment on the execution of the agreements  Monitor all deliverables supporting fulfilment of sponsorship agreements  Consolidate performance metrics data and post-event feedback from participants		
	Support human resource, technology and/or finance operations		Maintain records of departmental spending and budget utilisation for periodic reviews  Assist in research on market trends in relevant technology applications to improve productivity and innovation  Provide feedback on usage of workplace technology		
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
		Budgeting	Level 2	Communication	Basic
		Continuous Improvement Management	Level 2	Interpersonal Skills	Basic
Data Mining and Modelling		Level 2	Sense Making	Basic	
Market Research		Level 2	Service Orientation	Intermediate	
Service Excellence		Level 2	Teamwork	Basic	
Sponsorship Management		Level 2			
Stakeholder Management		Level 2			
Strategy Implementation		Level 2			
Technology Application		Level 2			
Technology Scanning	Level 2				

	Tourism and Economic Development	Level 2	
<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>		

The information contained in this document serves as a guide.