

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - SPONSORSHIP DIRECTOR**

Sector	Tourism	
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Sales and Marketing Professional	
Job Role	Sponsorship Director	
Job Role Description	<p>The Sponsorship Director assumes overall responsibility for developing and managing organisation's sponsorship strategies. He/She is responsible for prospecting, building and providing leadership on all aspects of sponsorships so as to achieve revenue generation for Meetings, Incentives, Conferences and Exhibitions (MICE) events organised by the organisation. He secures new sponsorships and manages partner and sponsor relations to achieve financial and marketing goals.</p> <p>Persuasive and resourceful, he possesses excellent relationship management skills. He develops and maintains partner and sponsor relationships, and has ultimate oversight on all contractual issues with sponsors. He is able to communicate well to close partnership agreements.</p> <p>He travels frequently to maintain rapport with potential and existing sponsors, and networks extensively outside of the office to develop business relationships. He works occasionally over evenings, weekends and/or public holidays in support of sponsored events, conferences and exhibitions.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sponsorship strategies	Lead the review of current sponsors to strengthen sponsorship portfolio
		Lead market research efforts to identify industry and market trends for development of sponsorship strategies
		Lead development of sponsorship strategies and key performance metrics
		Obtain endorsement of sponsorship strategies and key performance metrics
		Review sponsorship performance metrics and key performance indicators
	Develop new sponsorship opportunities	Review identified potential sponsors to determine suitability of sponsorship opportunities for the organisation
		Review the development and presentation of sponsorship proposals to internal and external stakeholders
		Endorse terms of sponsorship agreements
		Manage negotiation of sponsorship agreements
		Manage onboarding of sponsors' key executives
	Manage sponsorship accounts	Guide the execution of sponsorship agreements
		Guide organisational responses to sponsors' dissatisfaction with execution of sponsorship agreements to ensure proper problem resolution
		Lead resolution of unfulfilled deliverables of sponsorship agreements to sponsors' satisfaction
		Manage continual improvement process to ensure continued participation from sponsors
		Lead negotiation on extension of sponsorship agreements
	Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department's activities
		Oversee department's financial budget utilisation against departmental work plans
		Drive corporate governance measures
		Manage subordinates' professional and career development

	Manage department's recruitment and retention efforts			
	Review how latest technology trends can be leveraged to spur innovation in product and customer experience			
	Review how current workplace technology approaches can be improved to raise productivity			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 5	Global Mindset	Advanced
	Business Data Analysis	Level 5	Sense Making	Advanced
	Business Negotiation	Level 5	Communication	Advanced
	Continuous Improvement Management	Level 5	Service Orientation	Advanced
	Corporate Governance	Level 5	Decision Making	Advanced
	Employee and Labour Relations	Level 5		
	Learning and Development	Level 5		
	Market Research	Level 5		
	Networking	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Productivity Improvement	Level 5		
	Service Excellence	Level 5		
	Sponsorship Management	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Succession Planning	Level 5		
	Systems Thinking Application	Level 5		
Technology Scanning	Level 5			
Tourism and Economic Development	Level 5			
Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism			

The information contained in this document serves as a guide.