

SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - SPONSORSHIP EXECUTIVE

Sector	Tourism			
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions			
Track	Business Development, Sales, Sponsorships and Marketing			
Occupation	Sales and Marketing Professional			
Job Role	Sponsorship Executive			
Job Role Description	<p>The Sponsorship Executive is responsible for executing sponsorship agreements and ensuring the fulfilment of terms and conditions as per agreements. He/She engages sponsors to provide information and solutions to any issues that arise in the course of the relationships. He is responsible for analysing available data to identify gaps and areas of improvement for sponsorships.</p> <p>Persuasive and resourceful, he facilitates communication between organisation and sponsors, managing the delivery and expectations of the sponsorship agreements. He is highly motivated and result-oriented, and is able to work well independently as well as in teams to achieve sponsorship goals and high sponsors' satisfaction. He also constantly seeks to maintain and explore enhancements in sponsorship relationships.</p> <p>He travels frequently to maintain rapport with potential and existing clients, and networks extensively outside of the office to develop business relationships. 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>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Develop sponsorship strategies	Analyse sponsorship portfolio for gaps in coverage based on the organisation's sponsorship strategies		
		Conduct market research to identify industry and market trends pertaining to sponsorships		
		Support development of sponsorship strategies based on market research and portfolio gap analysis		
	Develop new sponsorship opportunities	Prepare drafts of sponsorships proposals in alignment to sponsorship strategies		
		Prepare sponsorship agreement documents		
		Plan onboarding activities of new sponsors		
	Manage sponsorship accounts	Execute sponsorship agreements		
		Surface customer dissatisfaction of sponsors to managerial and directorial levels		
		Report all unfulfilled deliverables of the sponsorship agreements for resolution		
		Analyse event performance metrics and post-event feedback to determine areas of improvement		
		Produce post-event reports to inform key stakeholders of event outcomes		
	Support human resource, technology and/or finance operations	Report budget utilisation and spending		
Conduct research on market trends in relevant technology applications to improve productivity and innovation				
Provide feedback on usage of workplace technology				
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Service Orientation	Intermediate
	Business Data Analysis	Level 3	Communication	Intermediate
	Continuous Improvement Management	Level 3	Interpersonal Skills	Intermediate
	Data Mining and Modelling	Level 3	Problem Solving	Intermediate
	Market Research	Level 3	Sense Making	Intermediate

Skills and Competencies	Proposal Writing	Level 3	
	Service Excellence	Level 3	
	Sponsorship Management	Level 3	
	Stakeholder Management	Level 3	
	Strategy Implementation	Level 3	
	Systems Thinking Application	Level 3	
	Technology Application	Level 3	
	Technology Scanning	Level 3	
	Tourism and Economic Development	Level 3	
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.