

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

<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 Professional		
<b>Job Role</b>	<b>Sponsorship Manager</b>		
<b>Job Role Description</b>	<p>The Sponsorship Manager is responsible for driving the organisation's sponsorship strategies and the portfolio of sponsorship events. He/She identifies, prioritises and pursues prospective sponsors via targeted research within assigned markets. He works closely with internal teams to strategise partner and sponsor acquisition plans and is responsible for the account management of sponsors, serving as the point of contact between sponsors and the organisation.</p> <p>Persuasive and resourceful, he manages partner and sponsor relations to ensure all needs are attended to and explore enhancement of sponsorship agreements.</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>		
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>	
		Develop sponsorship strategies	Develop plans to close gaps in sponsorship portfolio Formulate research parameters to identify industry and market trends for development of sponsorship strategies Develop sponsorship strategies in alignment with insights from market research, portfolio gap analysis and overall corporate strategies Propose sponsorship performance metrics and key performance indicators
		Develop new sponsorship opportunities	Identify potential sponsors to support acquisition of new sponsorships for the organisation Develop sponsorship proposals in alignment to sponsorship strategies Review terms of sponsorship agreements to ensure they are financially feasible Conduct negotiation of sponsorship agreements Manage onboarding of new sponsors
		Manage sponsorship accounts	Manage execution of sponsorship agreements Craft organisational responses to sponsors' dissatisfaction with execution of sponsorship agreements Manage organisational responses to unfulfilled deliverables of the sponsorship agreements for satisfactory resolution Recommend improvements for future events to achieve better outcomes for sponsors Conduct negotiation of extension of sponsorship agreements
	Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval Manage financial budgets in accordance with departmental work plans Enforce corporate governance measures Provide on-the-job training to subordinates	

	Implement department's recruitment and retention efforts			
	Evaluate how latest technology trends can be leveraged to improve productivity and innovation			
	Evaluate how workplace technology approaches can be revised based on feedback			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 4	Communication	Advanced
	Business Data Analysis	Level 4	Global Mindset	Advanced
	Business Negotiation	Level 4	Sense Making	Intermediate
	Continuous Improvement Management	Level 4	Service Orientation	Advanced
	Corporate Governance	Level 4	Decision Making	Intermediate
	Learning and Development	Level 4		
	Market Research	Level 4		
	Networking	Level 4		
	Organisational Vision, Mission and Values Formulation	Level 4		
	Productivity Improvement	Level 4		
	Service Excellence	Level 4		
	Sponsorship Management	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	Succession Planning	Level 4		
	Systems Thinking Application	Level 4		
	Technology Application	Level 4		
	Technology Scanning	Level 4		
Tourism and Economic Development	Level 4			
<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.