

JOB DESCRIPTION

Job Title:	Partnership Executive
Responsible to:	General Manager – Partnerships
Duration	48 months

OUR COMPANY

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, Northern Territory Major Events Company (NTMEC) has been delivering and supporting events from the Top End right down to the Red Centre. Our team is passionate about the Territory's events industry and takes great pride in the company's diverse events portfolio.

As the peak body for events in the Territory, NTMEC strives to grow industry capacity, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

THE ROLE

As the Partnerships Executive at the Northern Territory Major Events Company (NTMEC) your responsibilities encompass the entire spectrum of sponsorship management, from initial acquisition to ongoing relationship maintenance. This entails crafting tailored proposals, agreements, and overseeing the fulfillment of sponsorship commitments. Your role hinges on fostering partnerships, addressing sponsor needs, and cultivating engagement through personalised strategies.

Key Duties and Responsibilities:

Sponsorship Management:

- Serve as the primary point of contact for sponsors, building and nurturing strong relationships to ensure their satisfaction and engagement.
- Coordinate the fulfillment of sponsorship obligations, including logo placement, brand visibility, hospitality opportunities, and promotional activities.

Relationship Management:

- Cultivate and maintain strong relationships with sponsors, providing regular communication, updates, and opportunities for collaboration.
- Anticipate and address sponsor needs, concerns, and feedback in a proactive and professional manner, ensuring a positive and rewarding partnership experience.
- Seek opportunities to deepen sponsor engagement and loyalty through value-added benefits, exclusive opportunities, and personalized experiences.

Sponsorship Acquisition:

- Research and identify potential sponsorship opportunities aligned with the objectives and target audience of NTMEC events.
- Develop comprehensive sponsorship proposals and presentations tailored to the needs and priorities of prospective sponsors.
- Proactively reach out to potential sponsors through networking, cold calling, email outreach, and other channels to solicit their support.

Selection Criteria:

1. You will have a positive attitude and commitment to finding innovative solutions that create win-win-situations for NTMEC and our stakeholders.
2. Detail-oriented with strong organisational and project management abilities, capable of managing multiple priorities and deadlines simultaneously.
3. Excellent communication and presentation skills, with the ability to effectively convey complex information and build rapport with diverse stakeholders.
4. You have excellent written and verbal communication skills that allow you to create relationships with diverse stakeholders.

5. You are innovative and resourceful, able to develop unique sponsorship opportunities and activation ideas that captivate sponsors and enhance their brands.
6. Ability and willingness to work outside normal working hours including public holidays and weekends as and when required to support events delivery.

BENEFITS

We will support you to implement innovative ways of working in a collaborative, people-focused and results-driven business. An attractive remuneration package is on offer for the right candidate.

Approved:

Suzana Bishop, CEO, NT Major Events Company