



Sponsorship Coordinator

The Royal Norfolk Agricultural Association (RNAA) is seeking to appoint an exceptional person to lead the administration and coordination of sponsorship arrangements for the Royal Norfolk Show. The Royal Norfolk Show is the largest two-day county show in the UK and sponsorship and other commercial activities are essential to the success of the Show and help enable the RNAA to deliver its charitable objectives. The role is based at Norfolk Showground.

Responsibilities

We are looking for a highly capable and driven individual who will support the Commercial Development Manager in all areas relating to sponsorship. As part of this role, the individual will be responsible for liaising with partners/sponsors, ensuring a high standard of service from initial contact to delivery while maintaining accurate records of sponsorship offerings and agreements.

S/he will have the following responsibilities:

- Develop customer relationships in the run-up to the Royal Norfolk Show.
- Help secure sponsorship agreements.
- To ensure that client intentions are delivered to the highest possible standard of customer service.
- Oversee the detailed arrangements of sponsorship and corporate packages.
- Ensure the RNAA delivers exceptional customer service.
- Raising invoices and chasing payments
- Creating and maintaining sponsor documentation

About us

The RNAA is one of the leading agricultural associations in the UK and exists to promote and support food, farming and countryside. With a vibrant and supportive membership, it is best known for the Royal Norfolk Show and many other industry related events and activities. Norfolk Showground Limited is our trading subsidiary and manages the RNAA's estate, Norfolk Showground, as a successful events venue.

How to Apply

To apply, please do so in writing, outlining why you feel you might be suitable for this role, including:

- an up-to-date CV
- a covering letter explaining why you are interested in this role, how your strengths and experience make you suitable for it and what you feel you could bring to the RNAA

Closing date for applications: 15th Dec 2021

This is a temporary and part time post required for January-July 2022. Initially 2-3 days per week increasing to 5 days a week in the run-up to the Royal Norfolk Show (29-30 June 2022). Rate of pay is National Living Wage,

Shortlisted candidates will be invited to first interview by Zoom/Teams, with final interviews, held face to face, in Norwich.

Applications by email to fearn.ainsworth@rnaa.org.uk

or by post, marked for the confidential attention of:

Fearn Ainsworth
Norfolk Showground
Dereham Road
Norwich
NR5 0TT

The Royal Norfolk Agricultural Association is an equal opportunities employer.

NO AGENCIES.

Job	Sponsorship Coordinator
Reports to	Commercial Development Manager
Purpose	<ul style="list-style-type: none"> • Develop customer relationships in the run-up to the Royal Norfolk Show. • To ensure that client intentions are delivered to the highest possible standard of customer service. • Oversee the detailed arrangements of sponsorship and corporate packages. • Ensure the RNAA delivers exceptional customer service.
Duties and Responsibilities	<p>Provide effective and punctual administrative support to the Commercial team:</p> <ul style="list-style-type: none"> • Conduct client engagement before and during the Show. • Issue information packs and tickets. • Assist with pre and post Show invoicing. • Devise and implement an effective system for receiving, erecting, and returning sponsor's marketing materials. • Ensure hospitality guests receive detailed and accurate information packs. • Ensure hospitality stewards receive full details of guests, table plans and any dietary requirements. • Liaise with caterers and Stewards to ensure the delivery of a first-class experience for guests. • Provide first line support on the days of the Show. • Follow up with sponsors and hospitality guests as to the quality of their experience at the Show and proactively recommend changes to management as appropriate.
Skills	<ul style="list-style-type: none"> • Ability to seize the initiative and exploit success. • Excellent communication skills; verbal and written. • Outstanding ability to engage with customers. • Excellent administration skills and high levels of organisation. • A good working knowledge of Microsoft Office packages. • Knowledge of the principles of delivering excellent service to clients. • Ability to liaise with people at all levels and deal with situations calmly and effectively.
Scope	2-3 days per week increasing as necessary in the run-up to the Show.

Person specification

Key Competencies	Essential	Desirable
Qualifications	Maths and English at GCSE.	
Experience & Knowledge	Experience of sales and commercial activity.	
	Experience of planning and delivering outdoor and indoor events.	Experience with commercial business events
	Implementing sales and marketing plans.	
	IT competency including Microsoft Office 365 and tools is essential.	Background in commercial events/sales/business growth.
Abilities & Skills	Excellent interpersonal skills. A genuine team-player with strong listening, negotiating and persuasive skills.	Confident in engaging with people at all levels and in any situation; proven experience of building relationships
	Excellent verbal and written communication skills. Ability to manage relationships with tact and diplomacy.	
	Shows integrity, professionalism and empathy with the mission and ethos of the RNAA.	
	Awareness of Equal Opportunities.	
	Able to act as an ambassador for the RNAA and work with a wide and diverse range of stakeholders.	
	A natural ability to lead.	
Other	Willingness to undertake training and development as required.	