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| Job Title | Senior Sponsorship Manager |
| Team | Sponsorships & Partnerships |
| Salary | £45,000 - £50,000 |
| Location | Cardiff (Hybrid) |

Overview of role

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| The Sponsorships Manager will be responsible for developing and executing sponsorship strategies and managing sponsorship sales for Orchard’s portfolio of clients. This role requires a strategic thinker with strong relationship-building skills, adept at creating and maximising sponsorship opportunities, securing partnerships, and delivering on clients' objectives. You will collaborate closely with clients, rights holders, and internal teams to develop innovative sponsorship strategies that enhance brand visibility and drive commercial outcomes. |  |

General responsibilities and targets

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| Key Responsibilities:  1. Sponsorship Strategy and Sales   * Lead the development and implementation of sponsorship strategies, aligning with clients’ business and marketing objectives. * Identify and capitalise on new sponsorship opportunities, conducting market research to inform strategic planning. * Develop creative and customised sponsorship proposals that deliver commercial value and meet the needs of both clients and sponsors. * Utilise Orchard’s consultative sales approach, aligning sponsors’ objectives with tangible benefits that enhance their brand and deliver measurable results. * Build long-term partnerships by thoroughly understanding each sponsor’s brand goals and positioning, ensuring that Orchard’s sponsorship solutions provide a strategic fit. * Lead sponsorship sales efforts, from prospecting and pitching to negotiating and securing partnerships with sponsors. * Collaborate with internal teams, including creative and account management, to ensure sponsorship strategies are integrated into broader client campaigns. * Provide strategic recommendations to clients on how to leverage sponsorships to enhance brand positioning and visibility.   2. Client and Partner Management   * Build and maintain strong relationships with clients and sponsors, acting as the key point of contact for sponsorship-related activities. * Work closely with clients to understand their sponsorship goals and deliver strategic solutions that meet their business needs. * Maintain regular communication with clients, providing updates on sponsorship activities, performance metrics, and future opportunities. * Manage the fulfilment of sponsorship agreements, ensuring all contractual obligations are met and delivering maximum value to both sponsors and clients.   3. Performance Monitoring and Reporting   * Establish and track key performance indicators (KPIs) to measure the success of sponsorship strategies, delivering regular reports to clients and internal stakeholders. * Monitor the performance of sponsorship activities to assess ROI, brand impact, and overall effectiveness. * Provide insights and recommendations for optimising future sponsorship strategies based on performance data.   4. New Business Development   * Identify and research new sponsorship opportunities to expand Orchard’s client portfolio and drive revenue growth. * Support the Head of Sponsorship in generating leads, preparing proposals, and pitching new sponsorship opportunities to prospective clients. * Stay up to date with trends and innovations in sponsorship, leveraging industry knowledge to identify and secure new business partnerships. |  |  |

All about you

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| ***Key Skills & Qualifications:***   * Proven experience in sponsorship management, sales, or a related field (minimum 4 years) with a track record of developing and executing successful sponsorship strategies. * Strong understanding of sponsorship strategy, including market research, negotiation, relationship management, and value creation. * Excellent communication, negotiation, and presentation skills, with the ability to build and maintain relationships with clients, sponsors, and internal teams. * Creative thinker with the ability to develop innovative sponsorship concepts and strategic solutions. * Strong organisational and project management skills, with the ability to manage multiple projects and clients simultaneously. * Analytical mindset, capable of measuring sponsorship performance and reporting on ROI. * Familiarity with sponsorship in various sectors such as sports, arts, entertainment, or corporate sponsorships.   ***Preferred Experience:***   * Experience working within an agency environment or for a rights holder, sponsor, or media owner (min 4 years' experience). * Knowledge of sponsorship across multiple industries, such as sports, arts, entertainment, or corporate sectors. * Experience working with regional, national and international brands and rights holders.   ***Personal Qualities:***   * Enthusiastic, adaptable, and able to cope under pressure in a fast-paced environment. * Strong team player with excellent interpersonal skills and a collaborative approach. * High level of creativity and commercial acumen |

Orchard’s benefits package

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| Our people are what makes us so special. That’s why we offer a generous benefits package to all who are part of our team. Here’s an example of the benefits that are available:   * Flexible working opportunities * 10 – 4 core hours * 25 days annual leave * Monthly wellbeing hours * Quarterly Employer Supported Volunteer Days * A generous training budget * Private medical cover * Cycle to work scheme * 8% pension (that’s 4% matched from you and us) * Social events and activities (such as end of month drinks, film club and 5 a side football) |  |

How toapply

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| To apply, please send a cover letter and your CV to [jointheteam@thinkorchard.com](mailto:jointheteam@thinkorchard.com) by 13th December 2024. We receive a large number of applications so whilst we will do our best to contact everyone, if you have not heard from us within a month of your application you have unfortunately been unsuccessful. |  |

We’re an equal opportunity employer, which means we’ll consider all suitably qualified applicants regardless of gender identity or expression, ethnic origin, nationality, religion or beliefs, age, sexual orientation, disability status or any other protected characteristic. We recruit and develop our people based on merit and their passion and we’re committed to creating an inclusive environment for all employees.

Progressive. Respectful. Imaginative. Mindful. Excellence.

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| Teitl Swydd | Uwch Reolwr Nawdd |
| Y Tîm | Nawdd a Phartneriaethau |
| Cyflog | £45,000 - £50,000 |
| Lleoliad | Caerdydd (Hybrid) |

Trosolwg o'r swydd

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| Bydd y Rheolwr Nawdd yn gyfrifol am ddatblygu a gweithredu strategaethau nawdd a rheoli gwerthiant nawdd ar gyfer portffolio Orchard o gleientiaid. Mae'r swydd hon yn gofyn am feddyliwr strategol sydd â sgiliau meithrin perthynas cryf, sy’n fedrus wrth greu a sicrhau’r cyfleoedd noddi gorau, sicrhau partneriaethau, a chyflawni amcanion cleientiaid. Byddwch yn cydweithio'n agos â chleientiaid, deiliaid hawliau, a thimau mewnol i ddatblygu strategaethau nawdd arloesol sy'n gwella gwelededd brand ac sy’n sbarduno canlyniadau masnachol. |  |

Cyfrifoldebau a thargedau cyffredinol

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| Prif Gyfrifoldebau:  1. Strategaeth Nawdd a Gwerthiannau   * Arwain y gwaith o ddatblygu a gweithredu strategaethau nawdd, sy’n cyd-fynd ag amcanion busnes a marchnata cleientiaid. * Nodi a manteisio ar gyfleoedd nawdd newydd, cynnal ymchwil i'r farchnad i lywio gwaith cynllunio strategol. * Datblygu cynigion nawdd creadigol ac wedi'u teilwra, sy’n sicrhau gwerth masnachol ac sy'n diwallu anghenion cleientiaid a noddwyr. * Defnyddio dull gwerthu ymgynghorol Orchard, gan alinio amcanion noddwyr â buddion pendant sy'n gwella eu brand ac sy’n sicrhau canlyniadau mesuradwy. * Adeiladu partneriaethau hirdymor drwy ddeall nodau brand a lleoliad pob noddwr yn drylwyr, gan sicrhau bod datrysiadau nawdd Orchard yn cynnig ffit strategol. * Arwain ymdrechion gwerthu nawdd, o chwilio a chyflwyno i negodi a sicrhau partneriaethau gyda noddwyr. * Cydweithio â thimau mewnol, gan gynnwys rheoli cyfrifon a chreadigol, i sicrhau bod strategaethau nawdd yn cael eu hintegreiddio i ymgyrchoedd ehangach cleientiaid. * Darparu argymhellion strategol i gleientiaid ar sut i drosoli nawdd i wella lleoliad brand a gwelededd.   2. Rheoli Cleientiaid a Phartneriaid   * Adeiladu a chynnal perthynas gryf â chleientiaid a noddwyr, gan weithredu fel y pwynt cyswllt allweddol ar gyfer gweithgareddau sy'n gysylltiedig â nawdd. * Gweithio'n agos gyda chleientiaid i ddeall eu nodau nawdd a darparu atebion strategol sy'n diwallu eu hanghenion busnes. * Cyfathrebu’n rheolaidd â chleientiaid, gan roi'r wybodaeth ddiweddaraf am weithgareddau nawdd, metrigau perfformiad, a chyfleoedd yn y dyfodol. * Rheoli’r gwaith o gyflawni cytundebau nawdd, sicrhau bod yr holl rwymedigaethau cytundebol yn cael eu bodloni a sicrhau'r gwerth gorau posibl i noddwyr a chleientiaid.   3. Monitro Perfformiad ac Adrodd   * Sefydlu ac olrhain dangosyddion perfformiad allweddol (KPIs) i fesur llwyddiant strategaethau nawdd, gan gyflwyno adroddiadau rheolaidd i gleientiaid a rhanddeiliaid mewnol. * Monitro perfformiad gweithgareddau nawdd i asesu adenillion buddsoddi, effaith brand, ac effeithiolrwydd cyffredinol. * Darparu gwybodaeth ac argymhellion ar gyfer optimeiddio strategaethau nawdd yn y dyfodol yn seiliedig ar ddata perfformiad.   4. Datblygu Busnes Newydd   * Nodi ac ymchwilio i gyfleoedd nawdd newydd i ehangu portffolio cleientiaid Orchard a sbarduno twf refeniw. * Cefnogi'r Pennaeth Nawdd i gynhyrchu cyfleoedd, paratoi cynigion, a chyflwyno cyfleoedd nawdd newydd i ddarpar gleientiaid. * Sicrhau’r wybodaeth ddiweddaraf am y tueddiadau a’r arloesi diweddaraf ym maes nawdd, gan ddefnyddio gwybodaeth am y diwydiant i nodi a sicrhau partneriaethau busnes newydd. |  |  |

Amdanoch chi

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| ***Sgiliau Allweddol a Chymwysterau:***   * Profiad amlwg mewn rheolaeth nawdd, gwerthiannau neu faes cysylltiedig (o leiaf 4 blynedd) gyda hanes amlwg o ddatblygu a gweithredu strategaethau nawdd llwyddiannus. * Dealltwriaeth gref o strategaethau nawdd, gan gynnwys ymchwil i'r farchnad, negodi, rheoli perthynas, a chreu gwerthoedd. * Sgiliau cyfathrebu, trafod a chyflwyno rhagorol, gyda'r gallu i adeiladu a chynnal perthynas â chleientiaid, noddwyr a thimau mewnol. * Meddyliwr creadigol gyda'r gallu i ddatblygu cysyniadau nawdd arloesol ac atebion strategol. * Sgiliau trefnu a rheoli prosiect cryf, gyda'r gallu i reoli nifer o brosiectau a chleientiaid ar yr un pryd. * Meddylfryd dadansoddol, sy'n gallu mesur perfformiad nawdd ac adrodd ar adenillion buddsoddiadau. * Yn gyfarwydd â nawdd mewn gwahanol sectorau fel chwaraeon, y celfyddydau, adloniant, neu nawdd corfforaethol.   ***Profiad a ffefrir:***   * Profiad o weithio mewn amgylchedd asiantaeth neu i ddeiliad hawliau, noddwr, neu berchennog cyfryngau (isafswm 4 blynedd o brofiad). * Gwybodaeth am nawdd ar draws sawl diwydiant, megis chwaraeon, y celfyddydau, adloniant, neu sectorau corfforaethol. * Profiad o weithio gyda brandiau a deiliaid hawliau rhanbarthol, cenedlaethol a rhyngwladol.   ***Rhinweddau Personol:***   * Yn frwdfrydig, ac â’r gallu i addasu ac ymdopi o dan bwysau mewn amgylchedd sy’n symud yn gyflym. * Chwaraewr tîm cryf sydd â sgiliau rhyngbersonol rhagorol ac ymagwedd gydweithredol. * Lefel uchel o greadigrwydd a chraffter masnachol |

Pecyn buddion Orchard

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| Ein pobl sy'n ein gwneud ni mor arbennig. Dyna pam rydyn ni’n cynnig pecyn buddion hael i bawb sy’n rhan o’n tîm. Dyma enghraifft o’r buddion sydd ar gael:   * Cyfleoedd gweithio hyblyg * Oriau craidd 10 – 4 * 25 diwrnod o wyliau blynyddol * Oriau lles bob mis * Diwrnodau Gwirfoddoli â Chefnogaeth y Cyflogwr bob Chwarter * Cyllideb hyfforddi hael * Yswiriant meddygol preifat * Cynllun beicio i'r gwaith * Pensiwn o 8% (sef 4% ganddoch chi, a ninnau’n rhoi’r un faint) * Digwyddiadau a gweithgareddau cymdeithasol (fel diodydd ar ddiwedd y mis, clwb ffilmiau a phêl-droed 5 bob ochr) |  |

Sut i wneud cais

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| I wneud cais, anfonwch lythyr eglurhaol a'ch CV i [jointheteam@thinkorchard.com](mailto:jointheteam@thinkorchard.com) erbyn 13 Rhagfyr 2024. Rydyn ni'n cael nifer fawr o geisiadau felly er y byddwn yn gwneud ein gorau i gysylltu â phawb, os na fyddwch wedi clywed ganddon ni o fewn mis i wneud cais, yn anffodus, fe fyddwch chi wedi bod yn aflwyddiannus. |  |

Rydyn ni'n gyflogwr cyfle cyfartal, sy’n golygu y byddwn yn ystyried pob ymgeisydd sydd â chymwysterau addas beth bynnag eu hunaniaeth neu fynegiant rhywedd, eu tarddiad ethnig, eu cenedligrwydd, eu crefydd neu eu credoau, eu hoedran, eu cyfeiriadedd rhywiol, eu statws anabledd neu unrhyw nodwedd warchodedig arall. Rydyn ni'n recriwtio ac yn datblygu ein pobl ar sail teilyngdod a’u hangerdd ac rydyn ni wedi ymrwymo i greu amgylchedd cynhwysol ar gyfer pob gweithiwr.

Blaengar. Parchus. Dychmygus. Ystyriol. Rhagoriaeth.