



The Royal Parks Foundation is a registered charity, launched in May 2003. The small, energetic team is based in Hyde Park, where it works alongside colleagues from The Royal Parks Agency. The team is supported by an active Chairman and Board of 14 Trustees.

The Royal Parks Foundation and its Trustees are committed to:

- help protect, conserve and enhance the amazing heritage of the eight Royal Parks
- reach out to make the Parks part of more people's lives
- improve the Parks' financial future

Its charitable objectives are:

- *Fabric* – to restore, conserve and enhance the natural and built environment
- *Education* – to raise awareness of the value of The Royal Parks and to engage people to learn about them
- *Sustainability* – to encourage protection of wildlife and support bio-diversity
- *Access* – to promote broader public access to and enjoyment of The Royal Parks

The charity has become established over the past 6 years, helping raise circa £7million for a variety of projects large and small. With the launch of a highly-successful, award-winning Half Marathon two years ago, the charity now needs a Sponsorship Manager to look after existing sponsors and help find new ones for a wide range of events and projects, including:

- Royal Parks Foundation Half Marathon
- Pulse3K – a run for 11-16 year olds
- A charity walk to be launched in October 2010
- Deckchair Dreams and its associated children's art programme
- Water project across all eight Royal Parks

Job Title: Sponsorship Manager

Based in: Hyde Park

Salary: c: £35,000 per annum

25 days leave per annum, plus Public Holidays

Pension: The Foundation will contribute 5% of basic salary provided that you make a personal contribution of 3% of basic salary.

Season ticket loan available

Reporting to: Chief Executive of the Royal Parks Foundation

Liaison with:

- Sponsors
- Limelight Sports
- Royal Parks Agency

Strategic Objective: To help improve the Parks' and the Foundation's financial future by:

- i) building strong and productive relationships with existing sponsors of the charity and developing their financial and in-kind contributions
- ii) seeking appropriate new commercial partnerships that will help increase the charity's revenue streams

The Role: To take responsibility within the team for a range of sponsorships. This will mean researching potential sponsors, writing proposals, managing day-to-day relationships, ensuring sponsors and the Royal Parks Foundation receive their benefits and keeping everyone informed of progress.

Specific Responsibilities:

Managing existing sponsors:

- Build strong, productive relationships with existing corporate and media sponsors and, in particular, with sponsors of the Royal Parks Foundation Half Marathon
- Understand sponsors' businesses and objectives
- Working closely with the Foundation team and Limelight Sports, ensure Half Marathon sponsors receive all the benefits they have been promised before, during and after the race
- Work with the Foundation and Limelight teams to ensure sponsors' support is acknowledged correctly across the full range of materials agreed
- Organise four Half Marathon sponsor syndicate meetings per annum
- Maintain accurate and well-organised records and report on progress regularly in a pre-agreed format
- Work with the Foundation's Finance Manager to ensure sponsorship monies are paid in a timely way
- Keep Parks' sponsor boards up to date and work with the Foundation's Project Manager to install any new ones that become necessary
- Keep the Foundation and Limelight teams fully informed of all sponsor issues, approaches and successes
- Organise post-event reviews with sponsors
- Negotiate contract renewals and make sure renewal process is managed effectively
- Evaluate sponsorship contracts on a yearly basis

Seeking new sponsors:

- Keep a watchful eye on new developments within the sponsorship arena
- Research potential sponsors for the Half Marathon and other Foundation projects
- Help develop imaginative sponsor and donor benefits and branding opportunities. Draft sponsorship proposals
- Prepare Powerpoint and other presentations

Key criteria for success:

After 12 months, the successful candidate will have:

- Worked with colleagues to refine existing sponsor benefits for the Half Marathon, the Pulse3K race for 11-16 year olds and a new charity walk to be launched in October 2010
- Established "sign off" procedures to ensure that all sponsor related materials follow house style and acknowledge support in the correct way
- Secured an additional £75,000 for Foundation events and £250,000 towards capital projects (the new Look Out children's education centre in particular)
- Become a well-respected member of the Foundation team – both internally and externally

Person specification:

Experience:

- Five years solid sponsorship, sales or marketing experience with a range of clients, different sectors, campaigns or appeals
- Proven success in pitching to and attracting significant new business
- Experience of writing proposals
- Budget management
- Strategy development
- High level of knowledge in the sponsorship environment

Qualifications:

- Degree level education

Personal skills:

- Demonstrable excellent written and verbal communication skills (face-to-face and on the phone)
- Demonstrable project management skills and processes
- Confident and authoritative manner
- Understanding of integrated communications programmes, including PR, media relations, advertising, direct marketing, sales promotions, strategic alliances etc
- Computer literate, familiar with Microsoft Office, Powerpoint and Quark Xpress
- Creative, enthusiastic, lateral thinker
- Self-motivated, high-energy and pro-active with a “can do” attitude
- Passionate about and committed to the environment, heritage and culture, as well as health/fitness, especially relating to the outdoors
- Good networker and team player, with proven ability and desire to build relationships
- Attention to detail at every level
- Numerate
- Target-driven, tenacious and resilient
- Ability to prioritise heavy workload, manage a number of tasks simultaneously and perform effectively under pressure, consistent with strategies and plans
- Willingness to “muck in” and be hands-on with even the most tedious tasks
- Strategic and able to make an effective contribution to the wider activities of the team
- Flexible approach – actively looking for ways to provide improved levels of service to sponsors
- Able to implement evaluation processes and skills to calculate sponsors ROI
- Ability to communicate at a senior management level and build strong collaborative relationships across a variety of stakeholders.