



EVENT MARKETING STRATEGIES

AN EXPERIENTIAL ENGAGEMENT AGENCY

SPONSOR RELATIONS COORDINATOR POSITION DESCRIPTION

ABOUT OUR COMPANY

Event Marketing Strategies (EMS) is an experiential marketing agency, helping companies create unique and memorable connections with their audience.

POSITION DESCRIPTION

Work closely with the sponsorship team to support the implementation, activation and execution of clients, reporting directly to the Sponsor Relations Manager.

Account Management:

- Support implementation process for the Ohio State Fair and Jazz & Rib Fest including drafting Agreements, fulfilling marketing benefits, creating and managing promotional partnerships and communicating directly with 75+ corporate sponsors annually
- Generate invoices and maintain thorough updates of internal and external databases via Excel and Salesforce
- Follow Salesforce protocol and process for setting up and assigning tasks to members of the sponsor relations team
- Keep accurate records of sponsors including contact information, sponsorship details, and accounting
- Prepare and send client recaps and support documentation including photos and anecdotal feedback
- Develop and maintain positive relationships with clients, vendors and partners through email, phone calls and face-to-face communication
- Contribute to overall client marketing plans and creative development strategy
- Provide on-site executional support at the Jazz & Rib Fest and Ohio State Fair, this could include heavy lifting
- Maintain and update sponsorship inventory and ensure the warehouse remains tidy and is organized at all times

Sales Support:

- Partner closely with sponsor relations team to brainstorm on client concepts, proposals and programs to potentially drive new business and sustain current business
- Provide research for potential new sponsors for the Ohio State Fair, Jazz & Rib Fest, and other sponsorship related events as needed



EVENT MARKETING STRATEGIES

AN EXPERIENTIAL ENGAGEMENT AGENCY

- Provide support to help create, update and maintain sponsorship sales materials and sponsorship proposals with Sponsor Relations manager and graphic design support from Marketing & Account Coordinator
- Assist with the renewal process of returning sponsors with oversight and direction from Sponsor Relations Manager

Other Overall Responsibilities:

- Maintain professional and technical knowledge by suggesting and attending educational workshops, seminars and conferences; reviewing publications; establishing professional networks and participating in professional and non-profit organizations
- Actively participate in team meetings – including regular staff meetings, plus brainstorming, project development and review sessions
- Work to support other functions of the organization as requested

QUALIFICATIONS

- A personable, positive, hard-working and outgoing personality
- Intermediate to advanced knowledge of Microsoft Office products and innate ability to learn new software and cloud-based platforms
- Excellent verbal, presentation, written and email communication skills
- Collaborative and strong desire to work with others in teams, while also being self-lead and motivated to take initiative
- An ultimate multi-tasker with the ability to manage multiple projects and deadlines simultaneously
- Highly organized and detail focused with a strong sense of business acumen and intuition
- Willingness to learn and adapt to change

APPLY

Please submit a cover letter and resume, with the email title reading “Sponsor Relations Coordinator” to:

Ellie Buerk

Sponsor Relations Manager

ebuerk@eventmarketingstrategies.com