



**United Way**  
Waterloo Region  
Communities

## **Job Description**

**Position:** Sponsorship & Events Lead

**Reporting To:** Senior Director, Marketing & Communications

### **Job Summary:**

The Sponsorship and Events Lead will work cross functionally, leading, executing, and evaluating sponsorship strategies and organizational events that raise funds to support United Way's mission and work in the community. The individual will ensure financial and participation targets are achieved, and develop initiatives that will increase donor retention, and advocate for and engage new supporters to United Way. Ultimately, this role is responsible for demonstrating to prospective sponsors how partnering with United Way WRC will build brand awareness and show corporate social responsibility.

### **Job Responsibilities:**

- Lead efforts to secure sponsorship for all organizational events and initiatives, including prospecting, promoting United Way WRC to individuals and corporations, proposal customization, and post event follow up and support
- Implement sponsorship strategies to maximize revenue
- Effectively steward individuals and corporations to secure funding
- Ensure financial targets are met, and develop initiatives to increase donor retention and acquire new supporters
- Work with team members, volunteers, donors, sponsors, and vendors to develop and execute, successful, meaningful events and experiences from concept to post event reconciliation
- Manage the development, implementation, monitoring and evaluation of all activities related to events
- Develop and manage annual projections, expense budgets, and post reconciliation for events.
- Work cross functionally to provide the information and support required to meet organizational objectives
- Adherence to confidentiality and code of conduct policies is required
- Other duties as needed

### **Job Requirements and Qualifications:**

- Skilled in project management
- Demonstrated experience in resource development with a focus on securing sponsorship



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- Knowledge of key performance indicators and marketing techniques for event management
- Computer savvy; proficient in MS Office
- Outstanding communication and negotiation ability
- Excellent organizational skills
- A knack for problem-solving
- Customer-service orientation
- A team player with leadership skills
- Post secondary education in public relations, marketing, hospitality management, fundraising or related field is preferred