



**Code: 0347**

Family: Public Relations and Creative Arts

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: General Administrative

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## **CLASS TITLE: SPONSORSHIP COORDINATOR**

### **CHARACTERISTICS OF THE CLASS**

Under general supervision, performs sales or program support activities to encourage participation, solicit donations and secure sponsorships for City events, festivals, and programs, and performs related duties as required

### **ESSENTIAL DUTIES**

- Researches and identifies industries and organizations to contact and solicit financial and in-kind contributions and corporate sponsorships from businesses and groups in support of departmental programs and events (e.g., City Festivals, One Summer Chicago Youth Program, YOUMedia)
- Develops marketing and recruitment strategies to encourage participation from businesses, groups and external stakeholders
- Establishes and cultivates partnerships with current and prospective sponsors and supporters to provide opportunities for mentoring children and teens in educational, cultural and vocational programming and initiatives
- Makes cold calls and repeat requests to potential employers, donors and sponsors to solicit participation in events and programs
- Prepares and disseminates recruitment and sponsorship packages, including summaries of upcoming events, levels of participation, fees, benefits, and past sponsorship support
- Develops employment agreements and job descriptions for businesses participating in the One Summer Chicago Youth Program
- Coordinates programs and initiatives with City departments, sister agencies, not-for-profit organizations and private companies to solicit program participation
- Negotiates contract agreements with sponsors detailing benefits to be received for sponsorship
- Works with the Departments of Law and Finance to prepare and finalize contract agreements
- Serves as a liaison to employers and sponsors, addressing issues and providing support to ensure program satisfaction and to address various needs or concerns they may have
- Secures cash, in-kind donations, and advertising materials from employers and/or sponsors
- Serves as a liaison to and attends scheduled events to assist employers and/or sponsors and ensure they receive appropriate benefits
- Assists in the creation and development of promotional materials
- Prepares and maintains detailed information and reports to communicate employer or sponsorship research, inquiries, progress, initiatives and sales activities
- Recommends policies and procedures to be followed by partners providing the delivery of services to targeted audiences
- Designs project-based programs with partners to provide opportunities for personal, academic and career-related growth for participants
- Develops surveys and assessment tools to evaluate the effectiveness of collaborative efforts with participating partners
- Creates and updates databases (e.g., employer, sponsorship)

- Prepares informational packages and other marketing materials to promote programs and events, as required
- Arranges logistics, accommodations, and itineraries for entertainers and guests, as needed
- Coordinates, attends, and assists with receptions, sponsored events, and hospitality parties or appreciation events for employers and sponsors, as required

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

## **MINIMUM QUALIFICATIONS**

### **Education, Training, and Experience**

- Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Marketing, Communications, Humanities, Education or a directly related field, plus three years of work experience in sales, securing sponsorships or developing recruitment strategies; or an equivalent combination of education, training and experience

### **Licensure, Certification, or Other Qualifications**

- None

## **WORKING CONDITIONS**

- General office environment

## **EQUIPMENT**

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer)

## **PHYSICAL REQUIREMENTS**

- No specific requirements

## **KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS**

### **Knowledge**

Moderate knowledge of:

- developing sponsorship, marketing, and public relations plans
- employment sectors, workforce development, cultivating private business, and youth development
- contract administration

Some knowledge of:

- geographical locations in the City
- city neighborhoods, community organizations, and leaders
- applicable computer software packages

Knowledge of applicable City and department policies, procedures, rules, regulations, and ordinances

**Skills**

- \*ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- \*ACTIVE LISTENING - Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- \*CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- \*COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- \*TIME MANAGEMENT - Manage one's own time and the time of others
- NEGOTIATION - Bring others together and trying to reconcile differences
- PERSUASION - Persuade others to change their minds or behavior
- \*JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

**Abilities**

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem

**Other Work Requirements**

- INITIATIVE - Demonstrate willingness to take on job challenges
  - LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
  - SOCIAL ORIENTATION - Prefer to work with others rather than alone and being personally connected with others on the job
  - ADAPTABILITY/FLEXIBILITY - Be open to change (positive or negative) and to considerable variety in the workplace
  - DEPENDABILITY - Demonstrate reliability, responsibility, and dependability and fulfill obligations
  - ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
  - INNOVATION - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
  - ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems
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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

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City of Chicago  
Department of Human Resources  
June, 2017