



PR and Sponsorship Manager

STATUS: PAID POSITION

RESPONSIBLE TO: KNA Executive

QUALIFICATIONS: Essential

RESPONSIBILITIES:

Managing Sponsorship, Grants and Fundraising Initiatives:

- (i) Hold sponsorship review meetings with existing sponsors on a regular basis, as and when required, to ensure that they receive the benefits outlined in their agreements. This includes advertisements/editorial in the newsletter, branding on the website and on social media as well as on-site promotions, banners.
- (ii) Assist sponsors in maximising their sponsorship benefits.
- (iii) Source new sponsors and advertisers.
- (iv) Ensure that existing and new sponsors sign annual agreements which are then co-signed by KNA Treasurer.
- (v) Send details to the Admin Manager so she can invoice sponsors.
- (vi) After each newsletter is completed, send details of advertisers to the Admin Manager so that she can send out invoices.
- (vii) Working with the KNA Treasurer, explore available State, Federal and other Grants and apply when appropriate.
- (viii) Identify other fund-raising initiatives and pursue if deemed appropriate by the Executive Committee.

Media Management:

- (i) Liaise with local media on a regular basis.
- (ii) Send out regular media releases and pics.
- (iii) Post newsletters to local media.
- (iv) Thank them when they use a media release.
- (v) Update media contact list on a regular basis.

Reports/ Forward Planning:

- (i) Submit a quarterly progress report to the Executive Committee.
- (ii) Communicate regularly with the designated KNA Executive liaison person so that they are always kept informed of ongoing developments and can in turn inform Executive members.
- (iii) Submit a final report for the AGM papers.

Manage Publication of the Newsletter production content and advertising:

- (i) Work with the designer to establish advertising, editorial and print deadlines for the newsletters.
- (ii) Communicate deadlines for each issue to newsletter contributors, sponsors, and existing/ potential advertisers.
- (iii) Work to establish content and front-page material.
- (iv) Sell advertising space in the four editions of the newsletter.
- (v) Interview/ write/ edit and source articles for sponsors in newsletters.
- (vi) Source, write and edit newsletter articles from members and contributors and forward to designer.
- (vii) Manage the photographer.
- (viii) Select photographs and write captions and introductions.
- (ix) Source advertising artwork from sponsors and advertisers and forward these to the designer.
- (x) Work with the designer in respect of layout problems and ensure that all editorial material is used and that all adverts appear and are correct.
- (xi) Read and make necessary corrections to proofs received from the designer. Sign off final proof.
- (xii) Mail out copies of newsletter to local media, advertisers, sponsors, councillors, and politicians, NNSW and other relevant parties.
- (xiii) Deliver copies to distribution points (TM Plaza, St Ives Village and Community Banks etc.).
- (xiv) Send advertising schedules for newsletters to the Admin Manager so that she can bill advertisers.

Event Management:

- (i) Manage the organisation and implementation of special events such as Sponsor's Day, Crazy Hair and Sock Day and special anniversaries.

Community Projects:

- (i) Identify an appropriate (in terms of suitability of recipient, ease of implementation and possibility of media coverage) annual community project for KNA to participate.