

SHRM Olympia Chapter

Position Description: Sponsorship & Partnerships Director/Champion

Reports To

Chapter President

Estimated Monthly Commitment

8–12 hours/month

Voting Status

Voting Member

Position Modality

Primarily in-person engagement is encouraged, with flexibility for hybrid participation depending on the nature of each event, meeting, or operational need.

Position Purpose

The Sponsorship & Partnerships Director/Champion is responsible for identifying, cultivating, and managing relationships with local sponsors, vendors, and partners to support the Chapter's mission, events, and financial sustainability. This role helps secure monetary and in-kind contributions, aligns partnerships with strategic initiatives, and enhances visibility for both the Chapter and its sponsors.

Core Responsibilities

Sponsorship Development:

- Identify potential sponsors from local businesses, service providers, and industry leaders
- Create sponsorship packages and outreach materials in alignment with Board goals
- Follow up with sponsor leads and manage communication and agreements

Partnership Strategy:

- Develop relationships with chambers, educational institutions, and nonprofits for event support or outreach
- Ensure partnerships reflect the Chapter's values and brand
- Evaluate the success and alignment of ongoing partnerships annually

Collaboration:

- Coordinate with Programs, Social Media and Tech for sponsor participation at events (booths, speaking, raffles, etc.)
- Share sponsor materials with Marketing and Social Media teams for promotion
- Ensure sponsor logos, web links, and acknowledgments are displayed appropriately

Position Informational Resources:

- Attend virtual SHRM (position related) updates and/or webinars/meetings when available through the year (see VLRC for yearly schedules)

- Coordinate with the WA State SHRM Council and/or other WA SHRM Chapter (position related) Directors

Annual Goals

- Secure annual sponsors, including monetary and in-kind contributions
- Maintain active communication with all sponsors and deliver promised benefits
- Support all events per year with sponsor participation or funding
- Evaluate and refine sponsorship strategy each fall for the upcoming year

Deliverables & Timelines

January:

- Finalize and publish sponsor packet and pricing
- Begin outreach to new and returning sponsor leads

Monthly:

- Maintain sponsor communications and update promotional content
- Coordinate with Social Media, Tech and Marketing for sponsor integration

October:

- Begin review of sponsorship strategy and revise packet for next year

Year-Round:

- Attend events to support sponsor experience and visibility
- Document and track sponsor history, payments, and outreach

Required Skills & Qualifications

This role requires relationship-building, professionalism, and basic sales or fundraising skills.

Key qualifications include:

- Strong verbal and written communication skills
- Ability to pitch value and align sponsorships with mutual goals
- Organized and responsive with follow-through on deliverables
- Familiarity with partnership tools or fundraising basics (or willingness to learn)
- SHRM National member in good standing for the duration of the term

Term Length & Succession

- Serves a 1-year renewable term (maximum of 5 consecutive terms unless extended by Board approval)
- Supports onboarding of successor if applicable

Collaboration & Liaison Areas

- Collaborates closely with Programs, Marketing, Social Media, Tech, and Treasurer
- Coordinates with SHRM WA and other Chapters for co-sponsorship ideas or shared outreach

Perks of Serving

- \$300 annual professional development reimbursement
- Invitation to the annual Board Holiday Gathering, with the full meal expense covered by the Chapter
- Opportunity to build meaningful relationships with business leaders and partners
- Strengthens networking and sponsorship development skills

This Role Supports SHRM Olympia's Mission By

Bringing in external support and community partnerships that expand access, visibility, and financial sustainability of the Chapter's offerings.