

Job Description: Sponsorship Organizer

John Molson School of Business (JMSB), International Case Competition (ICC)

The John Molson MBA International Case Competition is a prestigious event organized by a team of MBA candidates from the John Molson School of Business at Concordia University in Montreal, Canada. As the largest international case competition of its kind, it attracts top MBA business schools worldwide. This role is a part of an experiential learning course awarding 6 credits to JMSB MBA students.

Overall Purpose of This Position:

The Sponsorship Organizer is tasked with raising the funds necessary to execute the John Molson MBA International Case Competition (ICC). The competition's scale and reputation demand a substantial budget, making sponsorship acquisition paramount. This role involves engaging with various stakeholders, including prominent companies in Montreal, to demonstrate the value of supporting this esteemed competition.

Reporting Relationship:

The Sponsorship Organizer reports to the Advisory Board of Directors and the Sponsorship sub-committee, receiving guidance, coaching, and evaluation from the ICC Academic Advisor.

Accountability:

Ensuring the competition's budget requirements are met through sponsorships and donations is the primary responsibility of the Sponsorship Organizer. This involves cultivating relationships with existing sponsors, ICC board members, and potential supporters within the Montreal business community.

Position Scope:

Apart from sponsorship tasks, the Sponsorship Organizer presents progress reports to the Board of Directors, collaborating with the Organizing Team and Executive Assistants. The Academic Advisor facilitates communication between the Board and the team, ensuring alignment and progress.

Major Responsibilities:

- Develop a sponsorship strategy for presentation to the Board, exploring innovative approaches.
- Maintain strong relationships with existing sponsors while seeking new opportunities.
- Manage a sponsorship pipeline, anticipating challenges and ensuring timely processing.
- Deliver high-quality presentations at board meetings to update on sponsorship progress.
- Collaborate with the Organizing Committee and Executive Assistants for seamless execution.
- Prepare Sponsorship Information Package and External Sponsorship Report.
- Oversee parts of the event, including delivering opening speech and networking activities.
- Transfer knowledge to the next Sponsorship Organizer and provide coaching during transition.
- Uphold high standards reflecting the competition's reputation.

Skills and Assets:

Required:

- Excellent written and verbal communication skills.
- Strong time-management abilities.
- Leadership skills and proactive approach.
- Receptiveness to constructive criticism.
- Availability for early morning meetings.
- Full-time commitment from December 27th to January 9.

Assets:

- Volunteering experience at previous ICC events.
- Sales experience.
- Proficiency in French.
- Familiarity with Customer Relationship Management (CRM) systems.

Learning Outcomes:

- *Strategic Thinking*: Develop and execute a comprehensive sponsorship strategy, considering long-term sustainability and growth.
- *Relationship Management*: Cultivate and maintain relationships with sponsors and stakeholders, honing negotiation and interpersonal skills.
- *Project Management*: Coordinate various tasks and timelines, ensuring alignment with organizational goals and deadlines.
- *Presentation Skills*: Enhance ability to deliver impactful presentations, fostering confidence and articulation.
- *Leadership Development*: Lead a team effectively, fostering collaboration, and accountability among team members.
- *Financial Management*: Gain experience in budgeting, forecasting, and financial reporting, essential skills for future managerial roles.
- *Networking and Communication*: Expand professional network and refine communication skills through interactions with sponsors, board members, and industry professionals.