



Owners' Club of Australia
(Victoria Division) Incorporated
ABN 85 862 959 314

**Position Description – Advertising/Sponsorship Coordinator
(Non-voting Co-opted Member)**

Governance

- The Advertising/Sponsorship Coordinator shall be familiar with and conduct all Club business in accordance with AROCA Inc. Assoc. Rules.
- The Advertising/Sponsorship Coordinator shall be familiar with and abide by the AROCA (Vic) Governance Principles.
- The Advertising/Sponsorship Coordinator shall be familiar with and abide by the AROCA (Vic) Committee Meetings Protocol.
- At the start of the Club year, the AROCA Vic Committee will liaise with the Advertising/Sponsorship Coordinator, the Editor and Club event organisers to:
 - Identify all credible Club advertising/sponsorship opportunities for the following 12 months.
 - Identify current ongoing advertisers/sponsors and potential new advertisers/sponsors to support Club activities.
 - Allocate an advertising/sponsorship/partnership target for incorporation in the Club income cash flow budget for the following 12 months.
 - Specify what, if any, categories of out-of-pocket expenses incurred by the Advertising/Sponsorship Coordinator during this role shall be reimbursed by the AROCA Vic Treasurer
- The Advertising/Sponsorship Coordinator must:
 - Provide written instructions in timely manner to enable the Treasurer to raise and send invoices to advertisers/sponsors.
 - Ensure advertisers/sponsors direct their payments to the AROCA Vic Treasurer.
- In consultation with the Editor and Newsletter Editor, present to the Committee a written report on advertising/sponsorship program performance against the targets prior to the close of the Club year for presentation at the Annual General Meeting.

Role

Manage all Club advertising/sponsorship in liaison with the Editor and Club event organizers in timely manner during the Club year by:

- Developing advertising/sponsorship/partnership packages targeting a range of potential advertisers/sponsors.
- Including appropriate levels of exposure in the Club magazine, web site, Newsletter, Facebook and on-site locations at selected events in the packages.
- Providing leadership in creating an advertising/sponsorship program for the Club year.
- Ensure the Club acts legally, morally and ethically in all of its dealings and activities and events positively reflect the proud history of the Alfa Romeo marque.

Reporting

- The Advertising/Sponsorship Coordinator reports to the Committee.
- The Advertising/Sponsorship Coordinator shall prepare a written status report to the Committee not less than seven days before each Committee meeting.
- The Advertising/Sponsorship Coordinator shall prepare a written report on advertising/sponsorship program performance against the targets prior to the close of the Club year for presentation by the Advertising/Sponsorship Coordinator at the Annual General Meeting.



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Responsibilities

- Maintain an up to date spreadsheet listing advertiser/sponsorship target contact information.
- Develop and maintain a list of promotional options/packages available to advertising/sponsorship/partners in a graded scale (most expensive to least expensive).
- Consider advertising/sponsorship/partnership options such as display of their logos, advertisements in Club media, site signage at events, invitations to speak at Club events, invitations to host an event at their business premises, etc.
- In liaison with the Club Committee review annually all advertising/sponsorship/partnership fee levels.
- Arrange for the production of a low cost (self published) AROCA Vic branded A4 promotional flyer for use in promoting advertising/sponsorship opportunities to potential advertisers/sponsors/partners. (NOTE: Do not include costs).
- In liaison with the Club Committee, Editor and event organisers, plan an advertising/sponsorship/partnership program for the Club year, including projected fee income. (NOTE: Align this plan with the proposed Club year media publications dates and the event calendar.
- Negotiate and confirm in writing all advertising/sponsorship/partnership fees to be paid in exchange for the promotional options/packages specified in the advertising/sponsorship/partnership agreement, including invoicing dates.
- In liaison with the Editor, Newsletter Editor, Web Site and Social Media coordinators, and event organisers ensure advertisers/sponsors/partners are correctly recognised as per their paid agreements.
- Maintain good relationships and regular contact with all Club advertisers/sponsors/partners, including phone calls, personal visits to their business premises, invitations to Club events, etc. Engage the President and other senior Club Members in these activities as appropriate.
- Ensure advertisers/sponsors/partners are listed on the magazine and Newsletter distribution databases.
- In liaison with the Treasurer, request correct invoices are raised in correct amounts and distributed to advertisers/sponsors/partners in timely manner. Check regularly with the Treasurer to monitor timely advertiser/sponsor/partners payment of invoices.
- In liaison with the AROCA Vic Committee, Co-opted Members and Register Captains meet at least annually to identify and recruit new advertisers/sponsors.
- Manage communication and document storage via AROCA link advertising@alfaClubvic.org.au

This position description was adopted by resolution of the Club Committee on 29th November 2023