



ROLE DESCRIPTION

ROLE TITLE: Sponsorship Manager

AGENCY: South Australian Motor Sport Board

BUSINESS UNIT: Commercial

CLASSIFICATION: SS1

ROLE NUMBER: P67210

REPORTS TO:

Commercial Director

ROLES REPORTING TO THIS ROLE:

Nil

BUDGET: \$3+ million (revenue);

ROLE PURPOSE:

The Sponsorship Manager is accountable for the strategic development, acquisition and optimisation of commercial partnerships that drive revenue, market positioning and long-term value for South Australian Motor Sport Board (SAMSB) events.

The role leads the end-to-end commercial partnership lifecycle, from market identification and deal structuring through to delivery governance and renewal strategy, ensuring partnerships are commercially robust, aligned to event strategy, and deliver measurable value to both SAMSB and its partners.

Operating within a matrix environment, the role influences cross-functional teams to deliver integrated partnership outcomes and contributes to the broader commercial strategy of major motorsport events.

KEY OUTCOMES OF ROLE:

1. Develop and execute the sponsorship and commercial partnerships strategy aligned to event objectives, including revenue targets, market positioning and long-term partnership value.
2. Lead the identification, development and conversion of a robust pipeline of sponsorship and commercial opportunities, achieving agreed revenue and contribution margin targets.
3. Lead complex commercial negotiations, structuring partnerships that maximise financial return, brand alignment and long-term strategic value.
4. Oversee the full lifecycle of partnerships, including acquisition, onboarding, activation oversight, performance tracking and renewal or exit strategy.
5. Drive alignment across internal teams (marketing, operations, event delivery) to ensure partnership obligations are embedded into planning and delivered effectively
6. Analyse market trends, competitor activity and emerging opportunities to inform strategy and identify new commercial products, assets and revenue streams.
7. Ensure all commercial activities comply with government procurement, contracting and approval frameworks, managing risk and maintaining probity.
8. Monitor revenue performance, partnership ROI and debtor management, ensuring financial targets are met and commercial performance is actively managed.

KEY RELATIONSHIPS / INTERACTIONS:

- Commercial Director – strategic alignment, performance oversight, commercial direction
- Internal Functional Teams (Marketing, Operations, Event Delivery, Finance) – integrated planning, partnership delivery and activation
- Corporate Partners and Sponsors – negotiation, relationship management, delivery and renewal
- Industry Stakeholders (Teams, Categories, Agencies) – commercial alignment, opportunity development and coordination

**SPECIAL CONDITIONS:**

- Applicants will be required to work extended hours leading into and during major events.
- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires:
 - National Police Check (required for all roles)
 - Working with Children Check
 - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

KEY SELECTION CRITERIA:

- Demonstrated experience in developing and executing commercial partnership or sponsorship strategies, ideally within major events, sport or complex commercial environments.
- Proven ability to lead high-value negotiations and structure commercially sound agreements that deliver mutual value.
- Strong commercial acumen, including experience managing revenue targets, pipelines and financial performance.
- Highly developed stakeholder engagement skills, with the ability to influence, negotiate and build long-term partnerships.
- Demonstrated ability to operate effectively in a matrix environment, driving outcomes through cross-functional teams without direct authority.
- Strong analytical capability, including the use of market insights and performance data to inform strategy and decision-making.
- High-level written and verbal communication skills, including the preparation of compelling commercial proposals and presentations.
- Tertiary qualification in business, marketing, commerce or a related discipline (or equivalent experience) is desirable.
- Experience and enthusiasm for motor sport environments and/or major events is highly desirable

PURPOSE

- Making a difference so South Australia thrives

VISION

- The Heart of government

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|-------------------|--------------------------------|
| ▪ Trust | ▪ Collaboration and Engagement |
| ▪ Service | ▪ Honesty and Integrity |
| ▪ Professionalism | ▪ Courage and Tenacity |
| ▪ Respect | ▪ Sustainability |

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.



CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

Develops Strategic Thinking

- Demonstrates big-picture thinking to develop and maintain strategic direction
- Inspires and influences others towards achieving organisational goals and business objectives
- Develops and oversees the implementation of change initiatives in a sometimes uncertain environment
- Anticipates and identifies problem areas. Rapidly defines, objectively analyses and solves highly complex ambiguous problems
- Understands the organisations objectives and links between the business unit, the organisation, the whole of government policy agenda and public service values

Achieves Results

- Builds a high performing team that makes effective use of individual/team capabilities & drives effective outcomes
- Looks outside of organisational silos to identify resources and uses evidence, knowledge and experience to deliver the best results
- Adheres to, interprets and explains Public Sector legislation, regulations and policies and manages compliance across all areas of the Business Unit
- Manages own & others project performance & takes action to improve the delivery of quality outcomes
- Values specialist expertise and creates an environment conducive to the sharing and effective utilisation of professional knowledge and skills

Drives Business Excellence

- Continually searches for and champions new and innovative ways to add value linked to organisational outcomes. Embraces change
- References and utilises market trends, developments and economic/legislative changes to meet current and future organisational needs
- Inspires ongoing learning. Sets clear performance standards and gives timely recognition for good performance. Manages under performance promptly
- Proactively drives outstanding customer service through understanding needs
- Manages expenditure & oversees procurement, ensures security of systems, deploys resources appropriately

Generates Genuine Partnerships

- Establishes credibility and negotiates persuasively. Offers a convincing rationale which has been carefully positioned against organisational outcomes
- Uses appropriate strategies to prevent, manage and resolve conflicts and disagreements promptly
- Facilitates a collaborative approach and promotes a positive environment to share information, encourage ideas and stimulate open discussion
- Demonstrates and models the values in creating partnerships across the business, and developing effective networking opportunities
- Confidently presents complex information in a clear & articulate manner tailored to meet the needs of the audience

Role Models Personal Drive and Professionalism

- Maintains the highest level of integrity to embed ethical practice and organisation's values into the culture
- Raises and challenges important issues constructively and stands by own position when challenged. Accepts accountability for mistakes and ensures corrective action is taken
- Persists and focuses on achieving objectives through pressure, responding positively & in a controlled manner
- Demonstrates a high level of self awareness and can identify areas in which own capabilities complement others. Strives for continual learning
- Promotes & develops an inclusive workplace culture that values & respects diversity and individual differences
- Advocates and drives standards for the safety and wellbeing of self and others