

**Job title**

**Advertising & Sponsorship Assistant**

DEPARTMENT: Advertising & Sponsorship, Social Enterprise Directorate

DEPT PURPOSE: To identify and grow Sheffield Students' Union's advertising, sponsorship and external income in line with our values.

REPORTING TO: Head of Advertising & Sponsorship

**PURPOSE OF ROLE:**

To support Sheffield SU's advertising and sponsorship activity by coordinating client relationships, sales administration and advertising delivery across SU channels and events. The postholder will help generate external income, ensure campaigns and bookings are delivered accurately and on time, and provide a professional experience for advertisers, sponsors and partners.

**IN PARTICULAR:**

1. To support the growth of advertising and sponsorship income through sales activity, lead development and client relationships.
2. To coordinate the delivery of advertising, sponsorship and promotional activity across SU channels and events.
3. To manage the administration, systems and financial coordination required for effective advertising and sponsorship activity.

**KEY RESPONSIBILITIES**

**1: Grow advertising and sponsorship sales**

Advertising and sponsorship sales	Sell advertising and sponsorship opportunities across Sheffield SU activities, channels and packages, as agreed with the Head of Advertising & Sponsorship, to maximise income into Sheffield SU.
Business development	Develop new business leads and maintain accurate records of prospective and existing clients.
Internal partnership opportunities	Work with colleagues across Sheffield SU to identify existing relationships and potential advertising or sponsorship opportunities.

Sheffield Rewards	Support the selling and promotional strategies for Sheffield Rewards, making effective use of available sales and engagement data.
<b>2: Coordinate advertising and sponsorship activity across SU channels and events</b>	
Advertising assets	Liaise with clients to obtain and check advertising assets, ensuring content is supplied on time and suitable for the agreed channel.
Digital advertising	Programme digital advertising across relevant Sheffield SU platforms, including the website, plasma screens and social media channels, ensuring campaigns run accurately and to agreed timescales.
On-site advertising and sponsorship	Meet and greet advertisers, sponsors and event managers, supporting effective setup and delivery of on-site activity.
Advertising events	Support the delivery and on-the-day management of key advertising events, including fairs and other promotional activity.
Brand ambassadors and casual staff	Coordinate and brief student brand ambassadors or casual staff supporting advertising and sponsorship activity, where required.
Advertising Policy	Apply Sheffield SU's Advertising Policy consistently when working with advertisers, sponsors, clients and suppliers.
<b>3: Manage advertising and sponsorship administration</b>	
Bookings and invoicing	Manage client bookings and invoicing through the SU Connect Bookings platform, ensuring records are accurate and invoices are raised on time.
Financial coordination	Liaise with the Finance Department to support accurate monitoring and phasing of Advertising & Sponsorship income.
Client and sales records	Maintain accurate administrative records to support client relationships, sales activity and effective service delivery.

**PERSON SPECIFICATION**

Specialist Skills		Essential/Desirable
1	Ability to use and engage confidently with digital systems to support bookings, advertising delivery and administrative records.	Essential
2	Ability to take ownership and responsibility for progressing tasks, resolving issues and implementing agreed decisions.	Essential

3	Knowledge of sales techniques and practice, including income generation models.	Desirable
4	Familiarity with implementing brand guidelines	Desirable
<b>Skills/Personal attributes</b>		
5	Strong planning, time management and organisational skills, with the ability to prioritise competing tasks, meet deadlines and maintain attention to detail.	Essential
6	Excellent written and verbal communication skills, with a professional, personable and confident approach when working with clients and colleagues.	Essential
7	Ability to work independently, use initiative and contribute positively to the development of advertising and sponsorship activity.	Essential
8	Ability to work collaboratively and contribute to a culture of trust and respect within the team and wider organisation.	Essential
9	Ability to work effectively under pressure in a busy, commercially focused environment.	Essential
<b>Experience</b>		
10	Experience of collaborating with sponsors, promoters, advertisers or other external partners.	Desirable
11	Experience of supporting or coordinating events or promotional activity.	Desirable
12	Experience of coordinating or providing direction to others, such as casual staff or brand ambassadors.	Desirable
<b>Attitude</b>		
13	Commitment to delivering excellent results and supporting income generation in line with Sheffield SU's values, Staff Behaviours and Service Excellence standards.	Essential
14	Positive and adaptable approach to change, development and continuous improvement.	Essential
15	Willingness to work flexibly and undertake relevant development to support advertising, sponsorship and event activity.	Essential
<b>Qualifications/Training</b>		
16	Educated to A level or equivalent, including English and Maths at GCSE level or equivalent.	Essential
17	Degree, diploma or equivalent qualification in marketing, business or a related field, or equivalent experience in marketing and selling advertising, conferencing or sponsorship opportunities.	Desirable