



JOB DESCRIPTION FORM

Western Australian Health Promotion Foundation

Position Number:
Sponsorship Officer
HWY00033

POSITION DETAILS

Classification/Level	4
Award/Agreement	GOSAC
Org Unit	Sponsorship
Physical Location	West Perth

REPORTING RELATIONSHIPS

Number of Positions Supervised	0
Staff /Position (s)	0
Under Direct Supervision	0
Responsible To:	Sport Program Manager
Classification/Level	Level 7

KEY WORK DESCRIPTION

The Sponsorship Officer's role is to provide support to the Sport Program Manager in the assessment and implementation of lower and mid level health promotion sponsorships. The role forms part of the sponsorship team and provides key support the Sport Program Manager. The position also works with sponsored organisations and health agencies to develop and implement sponsorship plans and to deliver a coordinated and integrated sponsorship effort.

ORGANISATIONAL CONTEXT

Healthway (the Western Australian Health Promotion Foundation) was established in 1991 under Section 15 of the Tobacco Control Act 1990 as an independent statutory body reporting to the Minister for Health. Healthway now functions under Part 5 of the Tobacco Products Control Act 2006.

Healthway provides sponsorship to Sports, Arts and Community organisations to promote healthy messages, facilitate healthy environments, reduce the promotion of unhealthy messages, and increase participation in healthy activities. Healthway also provides grants to a diverse array of organisations to encourage healthy lifestyles and advance health promotion programs.

The key priorities for Healthway are reducing harm from tobacco, reducing harm from alcohol, reducing obesity and promoting good mental health.

WORK DESCRIPTION

Sponsorship and Delivery of Health Promotion Messages

- Assist in the assessment, contracting and evaluation of lower and mid level sponsorship projects.
- Provide support to the Sponsorship and Health Promotion Manager and the Program Managers as directed.
- Assist with the development, implementation and review of new and existing special initiative programs, operational policies and procedures in the Sponsorship Programs as required.
- The development of sponsorship leveraging plans for lower and mid level value sponsorships as directed.
- Identify and communicate to clients clear KPI's on sponsorship leveraging and activations for outcomes and delivery of funding.
- Participate in Advisory Committee meetings including preparing agendas and supporting documents and recording minutes as well as supporting documents for inclusion to the Healthway Board papers.
- Coordinating of logistics for merchandising and signage materials for sponsorships and assist with on-site activation.
- Coordinate the ordering and storage of education materials from health agencies to support sponsorship strategies
- Attend Healthway sponsored events and monitor sponsorship strategies when required.
- Contribute to the review and development of new sponsorship merchandise materials where appropriate and oversee the management and distribution of stock.
- Maintain a manual outlining job requirements and processes.
- Provide support and guidance to fellow sponsorship team members to facilitate succession planning.
- Provides support for administrative tasks as required including reception phone roster.

Team Role

- Actively contributes to build the capacity and positive culture of the team and takes responsibility to productively
- Engages in performance management and development and maintains strong and positive communication with all sponsorship team members and Healthway staff.

Other

- Undertake projects and perform other duties as required.
- Provide support for administrative tasks as required including reception phone roster

SPECIAL REQUIREMENTS

- Will be required to undertake after hours presentations and attend a range of events/functions on behalf of Healthway.
- Will be required to occasionally travel throughout the State with overnight stays. Must have a current C class drivers Licence.

WORK RELATED REQUIREMENTS

Essential

- Accredited qualification in health promotion or another relevant field with sound knowledge of sponsorship as a strategy in health promotion including evaluation methods.
- Well developed interpersonal and communication skills and ability to liaise and consult effectively with people at all levels.
- Demonstrated ability to organise, plan, set priorities and handle a large volume of work under pressure.
- Ability to work independently while being part of a professional team.
- Demonstrated proficiency in the operation of personal computers and software applications.

Desirable

- Understanding of Healthway and its objectives.

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

DIRECTOR SPONSORSHIP

EXECUTIVE DIRECTOR

Signature: _____

Signature: _____

