AJ2028 Role Description

Sponsorship General Manager

Marketing Team | Reports to the Marketing Director

Role title	Sponsorship General Manager
Team	Marketing
Reports to	Marketing Director, AJ2028
Works closely with	Chief Director, Finance Director and Finance team, Merchandise, Activities, Operations and Catering leads, Scouts Australia and Scouts Victoria marketing and partnerships staff
Appointment	Volunteer role on the Jamboree Organising Committee
Term	From appointment through to Jamboree close and sponsor wrap-up (March 2028)
Time commitment	Flexible. Expect a steadier load during the pitch phase (first half of 2027) and a heavier load in the lead-up to and during the Jamboree

About the role

The Sponsorship General Manager finds, secures and looks after the sponsors and partners who help bring the 27th Australian Jamboree to life. The role sits within the Marketing team and reports to the Marketing Director, so sponsorship is built into how the Jamboree is promoted rather than bolted on at the end.

AJ2028 is budgeted to be self-funding without sponsorship or grants. That means every dollar or in-kind contribution this role secures is a bonus to the Jamboree's financial position, not something the event depends on. It also means the role can be selective: we want partners who fit the Scouting values and the Jamboree brand, and who offer our participants, Leaders and families something real.

The biggest wins are likely to be in-kind. Budget-relieving support for merchandise, equipment, food and beverage, transport and activities can take real pressure off the Jamboree budget. Cash sponsorship is welcome too, but in-kind is where this role can make the most difference, and an initial scoping of in-kind opportunities is available to build on.

What you will do

Strategy and packages

- Build a simple, practical sponsorship and partnership strategy for AJ2028, working with the Marketing Director, Chief Director and Finance Director
- Define a clear value proposition: why a business or organisation should back AJ2028, and what they get in return
- Develop a tiered sponsorship structure with indicative pricing for cash and in-kind contributions

- Set out what the Jamboree can and cannot offer sponsors (naming rights, signage, activity presence, digital and social reach, merchandise, on-site presence) so expectations are clear from the first conversation
- Put in place sensible checks so partners align with Scouts Australia's ethical guidelines and the Jamboree is not exposed to reputational risk

Finding and securing partners

- Map potential sponsors and partners across corporate, government, community and philanthropic sectors, with a focus on the Elmore and Bendigo region, Victoria and national brands that fit Scouting
- Prioritise in-kind opportunities that relieve the budget, in particular merchandise, equipment, catering and food and beverage
- Make the approaches, run the conversations, prepare proposals and negotiate agreements, with contracts reviewed and signed off through the Chief Director and Finance
- Work with the Marketing team to produce the sponsorship pitch pack (presentation, prospectus and digital assets) on the AJ2028 brand
- Keep a live pipeline of targets, status and commitments and report on it to the Marketing Director

Delivering on our promises

- Own the sponsor obligations register: every benefit promised, who delivers it, and when
- Coordinate with Marketing, Site, Activities, Catering and Merchandise so sponsor benefits are delivered on time and to the standard agreed
- Manage sponsor branding on site and in Jamboree communications in line with the AJ2028 brand guidelines, keeping the Jamboree brand front and centre
- Host and look after sponsors before and during the Jamboree, including site visits and any on-site activations
- Wrap up after the Jamboree with a thank you and a short results report for each sponsor, and a handover of relationships that could benefit future Jamborees and Scouts Australia

What good looks like

- A short list of well-matched sponsors and partners signed up well before the Jamboree, not a long list of maybes
- Measurable budget relief, especially through in-kind support
- Every sponsor commitment delivered, with nothing promised that the Jamboree could not provide
- Sponsors who feel they got value and would back a Scouting event again
- A clean record of agreements, obligations and outcomes handed over at the end

Who we are looking for

- Experience securing sponsorship, partnerships or major business support for events, sport, community or not-for-profit organisations
- Comfortable picking up the phone, pitching and negotiating, and able to take a no gracefully and move on
- Strong networks in business, government or community sectors, ideally in Victoria and regional Victoria
- Organised and reliable: able to keep a pipeline, an obligations register and a lot of moving parts straight
- Good written and verbal communicator who can work within an established brand and tone
- A clear sense of ethical partnerships and what does and does not fit a youth organisation
- Collaborative. This role succeeds through other teams delivering, so you need to bring people with you

Requirements

- Member of Scouts Australia
- Current Working with Children Check (or interstate equivalent) and completion of Scouts Australia child safety training
- Able to attend the Jamboree at Elmore, Victoria, in the lead-up and for the duration of the event