

Senior Specialist – Sponsorships

Department: Sponsorships

Organizational Relationship: Reports to the Manager I – US Sponsorships

FLSA Status: Exempt

Last Updated: August 6, 2024

General Summary:

The Senior Specialist – Sponsorships will coordinate and project manage a high volume of conference and trade organization sponsorships. The Senior Specialist – Sponsorships will also provide assistance to the Manager I – US Sponsorships to help run successful sponsorships and drive processes in the region. They may also be required to perform other duties assigned by the Director of Events & Sponsorships.

Essential Duties and Responsibilities

“Essential duties” are those that an individual must be able to perform with or without reasonable accommodation.

1. Proactively leads the entire lifecycle of sponsorships and the firm’s participation, including vetting the opportunity, negotiating benefits package, submitting deliverables, leading planning meetings, outlining checklists, budget tracking, expense processing, vendor management, data management, post-sponsorship analysis
2. Works with key stakeholders to define objectives and thoughtfully map out sponsorship participation accordingly
3. Evaluates sponsorship opportunities, collaborates with Business Development colleagues to provide an assessment, and advises on next steps
4. Negotiates and identifies favorable terms to achieve cost savings with vendors
5. Attends key sponsorships to evaluate business development opportunities and/or manage setup
6. Attends Events & Sponsorships and Business Development department meetings and specified practice or industry group meetings to gain a working knowledge of subject matter basics
7. Evaluates and budget forecasts annual sponsorships for a specified practice or industry group
8. Continuously stays abreast of sponsorship team best practices as well as market and industry trends
9. Assists with and potentially leads special projects when necessary
10. Performs other tasks and duties as may be required from time to time commensurate with the position in the firm
11. Promotes effective work practices, works as a team member, and shows respect for co-workers

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Position Specifications

Education

- Bachelor's degree required
- Events or sponsorship management qualifications preferred

Work Experience

- A minimum of five years' experience in an events, partnership or sponsorship management, conference organization, business development, or marketing role in a professional services environment required

Knowledge, Skills & Abilities

- Good communication skills, both written and verbal
- Well-developed and professional interpersonal skills; with the ability to interact and communicate effectively with clients and staff at all organisational levels of the firm
- Ability to work in a team environment with a customer-service focus
- Strong attention to detail, even under pressure
- Organizational skills to manage time well, prioritize effectively, and handle multiple deadlines
- Ability to work with staff and manage client expectations
- Ability to lead small, cross disciplinary teams
- Ability to handle confidential and sensitive information with appropriate discretion
- Ability to use the internet, and online web-based tools
- Knowledge and proficiency in PC applications required, including MS Word, Excel, and PowerPoint
- Experience using event management and CRM systems
- Superior negotiation skills

Additional Requirements

- Moderate travel may be required

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.