

Specialist – Sponsorships

Department: Sponsorships

Organizational Relationship: Reports to the Manager – Sponsorships

FLSA Status: Non-Exempt

Last Updated: October 22, 2024

General Summary:

The Specialist – Sponsorships will coordinate a high volume of conference and trade organization sponsorships.

Essential Duties and Responsibilities

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

1. Proactively coordinates various aspects of the sponsorship lifecycle, 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. Assesses and evaluates sponsorship opportunities, and provides guidance 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. Continuously stays abreast of sponsorship team best practices as well as market and industry trends
8. Assists with special projects when necessary
9. Performs other tasks and duties as may be required from time to time commensurate with the position in the firm
10. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

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

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Work Experience

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

Knowledge, Skills & Abilities

- Good communication skills, both written and verbal
- Ability to work in a team environment with a customer service focus
- Strong attention to detail, even under pressure
- Superior organizational skills to manage time well, prioritize effectively, and handle multiple deadlines
- Strong negotiation skills
- Ability to work with staff and manage client expectations
- Ability to handle confidential and sensitive information with appropriate discretion
- Knowledge and proficiency in PC applications, including MS Word, Excel, and PowerPoint
- Knowledge of event management and CRM systems

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.