FIJI ASSOCIATION OF SPORTS & NATIONAL OLYMPIC COMMITTEE

JOB DESCRIPTION

POSITION TITLE	PARTNERSHIPS, SPONSORSHIPS & COMMUNICATIONS MANAGER
Reports to	Chief Executive Officer – Secretary General (CEO-SG)

ORGANISATIONAL BACKGROUND

The Fiji Association of Sports & National Olympic Committee (FASANOC) is an independent, charitable organisation responsible for providing support and resources to enable Fijian athletes to achieve at the highest levels of their sport and to excel at Olympic, Commonwealth and the Pacific Games.

FASANOC is affiliated to the International Olympic Committee (IOC), the Commonwealth Games Federation (CGF) and the Pacific Games Council (PGC).

Vision	Inspiring Fiji through Sport
Mission	Enhancing Sports through Collaboration and Learning
Values	Excellence, Respect, Integrity and Commitment

We are committed to athlete engagement and advocacy.
We are committed to preparing and selecting the best Team to represent Fiji.

POSITION PURPOSE

To lead FASANOC's partnerships, sponsorship, marketing and communications function, strengthening the organisation's financial sustainability, strategic relationships, public profile and stakeholder engagement.
The Partnerships, Sponsorship & Communications Manager is responsible for sponsorship acquisition and retention, strategic partnership development, sponsor servicing, revenue-generating partnerships, marketing, communications strategy, media relations, branding and stakeholder engagement.
The role develops systems, proposals, campaigns and relationship-management processes that enable FASANOC to attract, retain and deliver value to sponsors and partners while strengthening the visibility and reputation of FASANOC, Team Fiji, athletes and National Federations.
The Manager supports the CEO-SG in Government, regional, international and other high-level stakeholder relationships by coordinating follow-up, proposals, communications and partnership implementation. The CEO-SG retains leadership of relationships requiring executive or institutional representation.

FUNCTIONAL RELATIONSHIPS

Internal relationships: CEO-SG; Executive Board; Corporate Services Manager; Finance Officer; Administrative Officer; Sports Service & Development Manager; Senior Sports Administrator; Games & Programs Manager; Training & Programs Officer; Marketing Officer; Communications Officer; FASANOC Commissions and Committees; Team Fiji management and athletes.
External relationships: Existing and prospective sponsors; corporate partners; Government ministries and agencies; IOC, ONOC, Commonwealth Sport, Pacific Games Council and other regional and international sport organisations; National Federations; diplomatic missions; media organisations; donor and funding agencies; commercial partners; advertising, creative and media agencies; suppliers and service providers; community organisations; and other strategic stakeholders.

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KEY RESPONSIBILITIES	
Responsibility Area	**Key Responsibilities**
Partnerships Strategy	Develop and implement FASANOC's strategic partnerships approach; identify opportunities for corporate, Government, regional, international and community collaboration; maintain a structured partnership pipeline; develop proposals and partnership concepts; coordinate implementation of approved partnerships; and monitor relationship outcomes and commitments.
Sponsorship Acquisition	Identify and pursue prospective sponsors; develop sponsorship packages and proposals; lead presentations and negotiations; coordinate due diligence and agreements; and secure new and renewed sponsorships that support FASANOC, Team Fiji and organisational priorities.
Sponsor Retention & Servicing	Manage FASANOC's portfolio of sponsors and corporate partners; maintain regular engagement; ensure contractual rights and benefits are delivered; coordinate sponsor recognition and activations; monitor agreed obligations; address servicing issues; and maintain strong long-term relationships that support retention and renewal.
Revenue & Commercial Opportunities	Develop revenue-generating opportunities associated with sponsorship, partnerships, branding, licensing, merchandising and other approved commercial initiatives; prepare revenue forecasts and performance information; and work with the CEO-SG and Corporate Services Manager on opportunities involving FASANOC assets or commercial arrangements.
Strategic Stakeholder Engagement	Maintain effective relationships with key corporate, Government, donor, regional and international stakeholders; coordinate stakeholder engagement plans, meetings and follow-up; prepare briefs, proposals and supporting information; and ensure commitments arising from stakeholder engagement are appropriately tracked and progressed.
Government & Institutional Relations Support	Support the CEO-SG in maintaining effective relationships with Government ministries, agencies, diplomatic missions and major institutional partners; coordinate meetings, correspondence, briefing materials and follow-up; identify opportunities for collaboration; and ensure agreed actions are progressed. The CEO-SG retains responsibility for high-level institutional and Government representation.
Communications Strategy	Develop and oversee implementation of FASANOC's communications strategy; ensure consistent communication across media, digital platforms, publications and stakeholder channels; coordinate messaging around organisational priorities; and ensure communications support the Strategic Plan and FASANOC's reputation.
Media & Public Relations	Lead FASANOC's media and public-relations approach; maintain constructive relationships with media organisations; oversee media releases, interviews, announcements and media responses; identify opportunities for positive coverage; coordinate authorised spokesperson arrangements; and support appropriate management of reputational issues.
Brand Management	Protect and strengthen the FASANOC and Team Fiji brands; ensure consistent application of approved branding and visual identity; oversee use of logos and brand assets; monitor sponsor and partner brand requirements; and ensure FASANOC, Team Fiji and associated programmes are presented professionally and consistently.
Marketing & Campaigns	Oversee marketing campaigns promoting FASANOC, Team Fiji, athletes, programmes, sponsors and major activities; establish campaign objectives

	and target audiences; coordinate content, advertising and promotional activity; and monitor campaign reach and effectiveness.
Digital Communications & Content	Oversee FASANOC's website, social media, newsletters and other digital communication channels; ensure timely, accurate and engaging content; promote athletes, National Federations, programmes and partners; and maintain appropriate standards for digital communications.
Athlete & NF Visibility	Work with the Sports Service & Development and Games & Programs functions to identify athlete, Team Fiji and National Federation stories and achievements; increase visibility through FASANOC communication channels; and ensure appropriate recognition of sponsors and partners.
Team Fiji Communications	Coordinate with the Games & Programs Manager on communication requirements for Team Fiji and major Games; oversee media, digital, sponsor-recognition and branding activities associated with Team Fiji; and ensure Games communications align with Team Fiji policies and relevant Games requirements. Games operations and team administration remain with Games & Programs.
Merchandising & Licensing	Coordinate approved Team Fiji and FASANOC merchandising and licensing initiatives; identify commercial and branding opportunities; manage relationships with licensees and suppliers; ensure appropriate brand controls and contractual arrangements; and monitor performance in collaboration with Corporate Services and Finance.
Partnership & Sponsorship Reporting	Maintain accurate sponsor and partner records, agreements, obligations and renewal dates; monitor partnership and sponsorship performance; prepare reports, forecasts and updates for the CEO-SG and Executive Board; and provide information required for organisational planning and reporting.
People Management	Manage, support and monitor the performance of the Marketing Officer and Communications Officer; allocate responsibilities appropriately; provide guidance and professional development; ensure coordinated delivery across marketing and communications; and ensure operational tasks are appropriately delegated.
Corporate Events & Activations	Lead sponsor and partner activations and communications associated with FASANOC and Team Fiji events; coordinate stakeholder-facing promotional activities; and support major organisational events where partnership, media, marketing or communications input is required. Event administration remains with the responsible functional area.
Corporate Contribution	Represent FASANOC when authorised; maintain confidentiality and professional standards; protect FASANOC's reputation and brand; promote accountability and transparency in partnership and commercial activities; support collaboration across the Secretariat; and undertake other duties reasonably related to the role as directed by the CEO-SG.

COMPETENCY AND ATTRIBUTES

Partnership and sponsorship capability: Demonstrated ability to identify opportunities, develop compelling proposals, negotiate partnerships and build long-term sponsor and stakeholder relationships.

Commercial and strategic capability: Strong commercial judgement and ability to identify sustainable revenue opportunities while ensuring alignment with FASANOC's mission, values and strategic objectives.

Communications and public relations: Strong understanding of communications strategy, media relations, reputation management, messaging and public engagement.

Marketing and brand management: Ability to develop and oversee campaigns, activations and

brand initiatives and maintain consistent organisational and Team Fiji branding.
Stakeholder management: Strong relationship-building capability across corporate, Government, sport, donor, media and community stakeholders.
Negotiation and influencing: Confidence negotiating sponsorship and partnership arrangements and influencing stakeholders at senior levels.
Writing and presentation: Excellent written and verbal communication skills with the ability to prepare professional proposals, briefs, reports, presentations, media content and executive correspondence.
Planning and performance management: Ability to establish plans, targets and performance measures; manage multiple relationships and projects; and monitor sponsorship, partnership and communications outcomes.
People leadership: Ability to manage, develop and coordinate marketing and communications staff, delegate effectively and maintain accountability for delivery.
Professional attributes: Leadership, initiative, integrity, discretion, commercial awareness, creativity, sound judgement, resilience, organisation, accountability and the ability to work effectively under pressure.

Qualifications

- A Bachelor's Degree in Marketing, Business Administration, Communications, Public Relations, Sports Management or a related field.
- A postgraduate qualification in Marketing, Business Management or a relevant discipline will be an added advantage.
- Additional professional training or certifications in digital marketing, sponsorship, public relations or communications will be an advantage.

Experience

- At least five years of relevant experience in marketing, sponsorship, business development, corporate partnerships, communications or public relations.
- Proven experience in securing sponsorships, developing commercial proposals and negotiating partnership agreements.
- Demonstrated ability to generate revenue, manage corporate relationships and retain sponsors.
- Experience in developing and implementing marketing and communications strategies and campaigns.
- Strong experience in media relations, social media management, brand development and content creation.
- Experience in preparing professional proposals, presentations, reports and sponsorship packages.
- Experience working with corporate organisations, Government agencies, sporting organisations or international partners will be an advantage.
- Previous experience managing or supervising staff will be an added advantage.

Additional requirements

- Excellent written and verbal communication and presentation skills.
- Strong negotiation, networking and relationship management skills.
- Good understanding of the Fiji corporate and sponsorship environment.
- Ability to identify new commercial opportunities and deliver measurable results.