Role Profile

Role:	**Sponsorship Officer**
Directorate:	**Customer & Growth**
Salary Band:	**Band 7**
Post reference:	**CG17**
Job Evaluation Date:	**22/10/26**
Role statement of purpose:	To support the development, delivery and growth of sponsorship partnerships that generate income and strategic value for TfGM. The post holder will take ownership of agreed sponsorship workstreams, support the development of sponsorship propositions, coordinate delivery of sponsorship activity, manage partner relationships and provide insight and reporting to support commercial decision-making.
Reports to:	Senior Sponsorship Manager

	Key Role Outputs (KROs) *these set out what must be achieved for the post holder to be successful in the role*	**Key Actions** *These set out how the KROs will be achieved – the activities required.*
1.	Develop commercially viable sponsorship opportunities across TfGM's asset portfolio	• Research, assess and support the development of sponsorship opportunities across TfGM and Bee Network assets, initiatives and events. • Take ownership of defined opportunity-development workstreams, progressing them through research, internal engagement and readiness for market. • Develop draft sponsorship propositions, rights packages and partnership benefits aligned with organisational priorities and market demand. • Undertake market and competitor analysis and translate findings into recommendations on potential opportunities and partners. • Coordinate relevant internal input to test the feasibility, costs, risks and delivery requirements of proposed opportunities.

2.	Maintain and develop a robust sponsorship pipeline in support of agreed commercial priorities	• Maintain accurate records of stages, values, actions, dependencies and risks and provide timely updates. • Research prospects and sectors to identify organisations with a credible strategic and commercial fit. • Support targeted market engagement, expressions of interest, presentations and partner meetings. • Prioritise activity within agreed parameters and escalate material commercial, ethical, reputational or delivery concerns. • Contribute to income forecasting and monitoring against targets and timescales.
3.	Coordinate the successful delivery and activation of sponsorship agreements	• Take day-to-day ownership of allocated delivery plans from mobilisation through to activation, and eventual evaluation of the activity. • Translate contractual rights into clear plans, responsibilities, milestones and approval routes. • Coordinate marketing, digital, communications, operations, finance, legal, procurement and other teams to meet commitments. • Manage allocated supplier and agency activity, monitoring quality, budget, dependencies and timescales. • Ensure activity meets TfGM brand, safety, operational and governance requirements.

4.	Manage allocated sponsor relationships and support partnership growth and renewal	• Act as the principal day-to-day contact for an allocated portfolio of sponsors. • Plan and chair sponsor meetings, maintain action logs and ensure commitments and issues are followed through. • Monitor contractual delivery and partner satisfaction, identifying retention risks and opportunities to increase value. • Prepare evidence-based renewal and growth recommendations for agreement with the Senior Sponsorship Manager. • Represent TfGM professionally in partner, agency and industry settings.

5.	Provide accurate reporting, evaluation and insight on sponsorship performance	• Produce pipeline updates, partner reports, post-activation evaluations and performance summaries. • Coordinate financial, audience, media, digital, operational and partner evidence required to demonstrate value. • Monitor income, costs, benefits, milestones and commitments, highlighting variance and recommending corrective action. • Maintain complete records for opportunities, agreements, approvals, and delivery of sponsorship benefits • Produce regular and accurate reports for sponsors and internal stakeholders against agreed income, value, delivery and performance measures.
6.	Improve sponsorship processes and contribute to delivery of the sponsorship strategy	• Contribute practical insight to sponsorship strategy and agreed annual plans. • Improve pipeline management, onboarding, approvals, delivery planning, reporting and contract management. • Build effective cross-functional relationships internally to secure timely decisions, information and delivery support for allocated sponsorship activity. • Share templates, knowledge and effective practice across the team. • Manage competing priorities with limited supervision and take responsibility for quality and timelines
	Compulsory Outputs (COs) *these set out what must be achieved for the post holder to be successful in the role*	**Key Actions** *These set out how the COs will be achieved – the activities required.*
C1	Compliance with organisational policies and relevant legislation	• Data Protection legislation • TfGM Safety Management System • Bus Operator contractual management • Dignity at Work Policy; • Information assurance and security in line with Cabinet Office requirements; • Risk Management • Equality and Diversity legislation • TfGM Vision and Values • TfGM's Behaviours and Competencies

C2	Any other reasonable duties as required from time to time	Occasional requirement to work out of usual business hours at pre-agreed times and dates

Key Interdependencies					
Key Contacts	Senior Sponsorship Manager, Head of Commercial Relationships, Commercial Relationships team, Growth Director, Marketing, Brand & Design team, external consultants, key operational Metrolink, bus and rail colleagues				
Direct reports	*None*				
Budgetary responsibility	No direct budget ownership but responsible for monitoring agreed income, expenditure and supplier activity relating to allocated sponsorship workstreams, highlighting variances and escalating issues where required.				
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG				
Office Use Only	**Updated**	**Updated**	**Updated**	**Updated**	**Updated**
Created					
By: Clodagh Buckley/Caroline Roberts/Rachel Brydon	January 2020	May 2022	Oct 2026		

Person Specification

	Sponsorship Officer *(Knowledge, skills and experience required at selection stage)*
E	**Essential Experience:**
E1	Experience of developing or delivering sponsorships, commercial partnerships, marketing partnerships or closely related commercial activity.
E2	Experience of managing external clients, sponsors, agency or partner relationships and coordinating agreed commitments.
E3	Experience of preparing high-quality proposals, presentations, reports or briefings for decision-makers.
E4	Experience of maintaining pipeline, project or contract information and using data to monitor performance, risks and actions.
E5	Strong organisation and the ability to manage competing priorities with limited supervision.
E6	Practical understanding of sponsorship propositions, rights and benefits, activation, account management and evaluation.
E7	Very good verbal and written communication skills with the ability to communicate effectively at all levels inside and outside the organisation
E8	Proficient in Microsoft Office, particularly Outlook, Word, Excel and PowerPoint
D	**Desirable experience:**
D1	Experience of working to challenging commercial income targets
D2	Experience working with contracts, procurement processes, agencies or suppliers
D3	Knowledge of sponsorship, brand partnership or commercial trends within Greater Manchester or comparable markets.
D4	Demonstrable knowledge of public sector and transport industry
DQ	**Desirable Qualifications – Technical, Vocational or educational:**
DQ1	Degree-level capability demonstrated through formal education, vocational learning or equivalent practical experience
EA	**Essential Attributes:**
EA1	DELIVER: Takes ownership, follows through and focuses on measurable outcomes.
EA2	ADAPT: Responds positively to changing priorities, ambiguity and new information.
EA3	CARE: Builds inclusive, respectful and collaborative relationships and acts with integrity.
EA4	Creative and innovative with good attention to detail and a “can do” attitude.
EA5	Resilient and organised, maintaining momentum across several workstreams.
EA6	An ability to manage own workload and work without close supervision
EA7	Confident and credible with stakeholders, while knowing when to seek advice or escalate.
EA8	Proactive in identifying practical opportunities and improvements with client and partner relationships
EA9	Analytical and detail-conscious, able to connect evidence with clear recommendations.
EA10	Committed to partnerships that create value for customers, communities and TfGM.