

## Byron Writers Festival 2017

### POSITION DESCRIPTION Sponsor Liaison Assistant

#### Background and Purpose

This is a new role this year and has been created to help meet the Festival's sponsorship agreements and to ensure that the sponsors feel welcome, comfortable and valued. It is essentially a Corporate Hospitality role and requires friendliness, assertiveness and diplomacy.

The Byron Writers Festival has different kinds of sponsors - Session Sponsors, Marquee Sponsors and general Sponsors. Each with varying levels of priority seating depending on the session.

You will be briefed at the Volunteer Briefing on 29 July by the Sponsorship and Partnership Manager, Emma Keenan.

#### Responsibilities

- Manage sponsor seating arrangements in Marquees and Venues with support from the Venue Supervisor
- Identify, meet and greet sponsors
- Familiarise yourself with the session sponsors in your Marquee (as listed in the Festival Program)
- Usher sponsor seating section
- Provide on-ground support to sponsors
- Successfully deliver agreed promotions – signage for sponsor sessions, check MC has the appropriate sponsor details for each sponsored session
- Photo opportunities for sponsors with their signage and with authors in conjunction with Social Media team