

# Director of Industry and Sponsorship Job Description

## JOB OVERVIEW

<b>JOB TITLE</b>	Director of Industry and Sponsorship
<b>DEPARTMENT</b>	Industry and Sponsorship
<b>LOCATION</b>	Virtual / In-Person (Some Travel Required)
<b>REPORTS TO</b>	Convention Chair and Vice-Chairs

## GENERAL JOB DESCRIPTION

The Director of Industry and Sponsorship position at Anime Milwaukee (AMKE) is an executive level leadership position that reports directly to the Convention Chair / Vice-Chairs and alongside the other Convention Directors. The Director of Industry and Sponsorship is the external face of Anime Milwaukee when it comes to Industry and Sponsor (I&S) contacts. They act as the single point of contact for all of I&S needs, liaising with other divisions and departments to ensure that all of the needs of I&S representatives at the convention are met. The Director of I&S also attends various other non-AMKE events throughout the year to identify, connect, and network with potential new Industry and Sponsors. This Director must present a positive "can-do" attitude and be able to market Anime Milwaukee as a must-attend event. This position is also required to sign a Non-Disclosure Agreement, per Entertainment and Culture Promotion Society (ECPS) policy.

## DUTIES & RESPONSIBILITIES

- Promote and manage industry and sponsorship relationships for Anime Milwaukee as their primary point of contact.
- Ensure continued communication and collaboration of requirements between Industry and Sponsorship and AMKE divisions.
- Liaise with ECPS' sponsorship committee.
- Network with existing and potential relationships within industry, vendors, licensors, sponsors, related organizations and companies, etc. at AMKE as well as other convention / industry events throughout the year.
- Identify targets for possible business opportunities and ways for them to be involved (booths, panels, swag, etc).
- Serve as a formal, designated representative of Anime Milwaukee and assist with maintaining ties to other conventions.
- Understand and adhere to the code of conduct as defined by Anime Milwaukee and ECPS.
- Traveling to meet industry reps in advance when possible to promote AMKE.
- Developing new and enhancing ongoing relationships with industry reps that will serve to benefit the needs of AMKE.
- Ensure resources are available to properly invite Industry partners to AMKE/ECPS Events.
- Ascertain specific needs within AMKE through interaction with various divisions that Industry/Sponsors may assist with.
- Being present and available during the event in order to ensure that Industry reps are treated with utmost care and receive a magical experience.
- Attending away Conventions with/without travel team in order to network, meet with industry event teams, and vet/recruit additional Sponsors.
- Seek out additional Industry partners to be able to join us at AMKE.
- Attend Anime Milwaukee.

## KNOWLEDGE & EXPERIENCE

### Required:

- Deep understanding of the convention scene as a whole, plus where AMKE fits.
- Has a general idea of what Industry and Sponsorship roles have within the Convention.
- Experience with/as convention management.
- Professionalism in dealing with industry and sponsorship entities.
- Highly organized. Ability to set goals, outline steps, and meet deadlines without direct supervision.

### Preferred:

- Previously existing or established relationships with Industry and Sponsorship contacts.
- Local to the Milwaukee area.
- Working knowledge of AMKE's structures and divisions (org and op.)
- Experience with use of GMail and GSuite products.

## SKILLS & ABILITIES

- Sufficiently flexible availability throughout the AMKE planning process.
- Ability and willingness to travel to other events.
- Being able to successfully Market AMKE as an up-and-coming "Need-to-Attend" event.
- Ability to understand & promote AMKE to a varied audience with an emphasis on achievements, growth, and future vision so that others see the potential and opportunities available.
- Comfortable working both independently and with multiple divisions as part of a team within the overall AMKE structure
- Positive, "can-do" attitude with excellent problem-solving ability
- Familiarity with cultural etiquette and norms (American, Japanese, Korean, etc)
- Ensuring that AMKE/ECPS is represented well within the industry circles.
- Ability to communicate needs and roadblocks effectively to Convention Leadership to allow collaborative problem solving.
- Strong communication skills - written and verbal.
- Ability to not only accept responsibility but also to delegate where appropriate.

#### WORKING CONDITIONS

<b>WORK ENVIRONMENT</b>	This is a virtual position during planning months, and we do not have an office. You can make your own work environment as comfortable as you'd like. At Con you will be given an area to work within, but will require moving between departments and locations within the convention center and surrounding hotels.
<b>HOURS / SHIFTS</b>	Hours will be as-needed with no set schedule.
<b>SALARY</b>	This is a volunteer, unpaid position.