

Position Description

RSA

Director of Events Sponsorships and Ads

The Director of Events Sponsorships and Ads (DESA) will be responsible for soliciting financial and in-kind support, including sponsorships, advertisements, and exhibit hall participation, for RSA's events. The DESA will build connections with and encourage contributions from groups and institutions external to the Society (e.g. presses, educational institutions and departments in which rhetoric is taught, relevant vendors, and civic institutions and commercial entities in host cities) and other relevant constituencies and publics both internal and external to RSA.

Specific duties include:

- Conduct an audit of RSA event advertising and sponsorship opportunities and means of promotion (e.g. receptions, keynote addresses, signage use, event programs, event apps, lanyards, and swag).
- Identify and develop fee structures and guidelines for:
 - Full event sponsorships;
 - Sponsoring programs within an event, such as keynote addresses, plenary sessions, receptions, research networks, pre-conference workshops, etc.;
 - Advertising in event-related materials (e.g. printed program and mobile app);
 - Exhibit hall participation.
- Develop relations with potential sponsors and advertisers well in advance of an event and in relation to the potential sponsor's or advertiser's budget cycle.
- Work with event planner(s) and RSA Executive Director to identify each event's specific fundraising needs.
- Communicate with potential sponsors and advertisers to arrange support for specific events.
- Serve as contact person for collecting advertising copy and sponsorship details.
- Provide preparatory and on-site support for event exhibit space.
- Send post-event correspondence to sponsors and advertisers to express RSA's appreciation for their support.
- Perform other duties as assigned.

The DESA will work with the conference planner and institute director (or other event planner) to determine what, exactly, should be sponsored, and arrange other event-specific details. The DESA also will work with members of RSA's administrative staff, principally the Executive Director and RSA Administrator for Member Services, and with the other administrative officers of the Society (Membership Officer, Electronic Communications Officer, Public Outreach Officer, and Public Humanities Officer), in fulfilling these responsibilities. The DESA will report to the Executive Director.

The DESA will work with the Executive Director and event planner to develop revenue targets for each specific event and to provide a post event report (within 60 days following the event) summarizing the DESA's activities, success with respect to pre-event targets, and recommendations for future event fundraising. Proposals for significant changes in design or services will be presented to the RSA Board for approval.

The DESA position is a four-year renewable appointment. Its incumbent will be eligible for support in the form of RSA event registration and lodging, up to \$500 toward expenses at RSA events, and a modest support budget of \$1,000 to help defray the costs of a student assistant.

Approved by the RSA Board of Directors August 2, 2018