



WORLD ADMINISTRATORS  
ALLIANCE

## Role Description

<b>Position title</b>	<b>Partnership Officer, World Administrators Alliance Council</b>
<b>Responsible to</b>	<b>Chair, World Administrator Alliance Council</b>
<b>Responsible for</b>	<b>No direct reports</b>
<b>Liases with</b>	WA-Alliance Council, Convenor of the WA-Summit, Committees, Task Forces and other such persons as shall be designated by the Council as well as maintaining close ties with WA-Alliance Members, Industry leaders and specialists, as well as with third parties with mutual interest in the aims of the WA-Alliance.
<b>Term of Office</b>	All Council members are as a rule elected for a period of two years, renewable for a maximum period of four years.
<b>Our mission and purpose</b>	The WA-Alliance's purpose is to guide, influence, develop and elevate the administrative profession, to create a global community to enable Administrative Professionals the world over to speak with one voice.

### **WA-Alliance**

The World Administrators Alliance (WA-Alliance), established in 2020, is the governing body endorsed by the 11th WA-Summit Business Meeting of Delegates from 27 Countries in August 2020. As a non-profit trade association, it represents administrative associations, networks, and professionals from across the globe. Its purpose is to guide, influence, develop and elevate the administrative profession, to create a global community to enable Administrative Professionals the world over to speak with one voice.

### **Position purpose**

The Partnership Officer is responsible for all partnering/sponsorship tasks necessary to execute the partnership/sponsorship business of the WA-Alliance, including but not limited to:

- To identify and seek partnering opportunities on a world-wide basis and undertake appropriate negotiations in consultation with the Chair, WA-Alliance and potential partner.
- Arranging Partnering for a 12-month period (with a dollar value) and Sponsorship opportunities (as defined for a one-off event).



### **Key responsibilities**

The Partnership Officer will work closely with the Chair of the Council to:

- Identify and seek Partnering opportunities on a world-wide basis and undertake appropriate negotiations in consultation with the Chair, WA-Alliance and potential partner;
- Build solid and sustainable partnership relationships with third parties whose aims support and enhance those of the WA-Alliance.
- Negotiate mutual benefits for the WA-Alliance and those third parties to ensure financial support for the sustainability of the WA-Alliance activities.

### **Primary Duties**

- Develop a Partnership Prospectus as a marketing tool which includes both \$ partnership for 12 months including the three categories of Partnering (for 12 months), and/or Sponsorship (one off event), which includes all partnership arrangements agreed in accordance with the terms and conditions at the time of signing off the Agreement.
- Once Partnering and/or Sponsoring arrangements are agreed to, an Agreement is drawn up for sign off.
- If a Supporting Partner (in kind) arrangement is agreed to, a letter of arrangement is drawn up for sign off.

### **Secondary Duties**

- To source and generate a wide list of sponsorship and marketing contacts.
- To report either verbal/in writing to the WA-Alliance Interim Council of current/progressing partnerships/sponsorships including expenditure, expiry date.
- Promote, in consultation with the Chair, and through the Communications Officer, via social media all Partners as per agreed Prospectus.
- Liaise with other members of the Interim Committee to seek contacts.
- Generate a list of contacts to promote the Partnering Prospectus.
- To identify if required, paid or in-kind advertising for the monthly WA-Alliance Newsletter.

### **Qualifications**

- A commitment to, and a clear understanding of the mission of the WA-Alliance.
- A passion for the administrative profession.
- At least two years of similar service at Board or Committee level.
- Proven marketing/commercial skills.
- Excellent interpersonal skills, with the ability to interact effectively across cultures.
- Excellent negotiation skills.
- Excellent communications skills in English, other languages are a bonus
- Comfortable working in an international environment.
- A solid understanding of the commitments required to work in a voluntary organisation.

### **Evaluation**

The role to be assessed and regularly discussed with the Chair, WA-Alliance.