



Association of British Women in Malaysia

Chair ~ Deborah O'Neill | Vice-Chair ~ Sharianne Ali-Quirk | Treasurer ~ Tim Rolfe | Secretary ~ Maxine Venter

Committee Position - Advertising & Sponsorship Coordinator

This committee member works to promote the positive high profile of the ABWM by partnering with local businesses and large multinationals in obtaining sponsorship for fundraising events, and advertising within the ABWM magazine issues throughout the year.

This role requires strong communication and negotiation skills when setting up contracts and maintaining a strong relationship throughout the contractual terms to ensure all parties are satisfied. There is no exclusivity for advertising or sponsors so it is necessary to ensure no conflict of interest. Face to face meetings have the best outcome when working with our partners.

Advertising within the magazine is considered extremely valuable to the ABWM and partners alike. In securing adverts, multiple contracts need to be set up and in place in a timely manner. Working closely with the editor and treasurer is essential and the role suits a well-organised person that has the ability to multi-task and continuously review progress and customer needs. Obtaining discounts for members and raffle prizes for events is part of the role in working closely with the events team, our advertising and sponsorship partners and new businesses. This position requires excellent communication, good planning and organisation skills, a confident nature and the ability to cold-call. Knowledge of Word and Excel and good negotiating skills are a must.

Responsibilities include but are not limited to: -

Current Advertisers and Sponsors

- Regularly review current advertising and sponsorship contracts and check which ones are up for renewal.
- Send out reminders and emails to advertisers and sponsors in order to get new contracts signed off.
- Forward all artwork in the correct format to the ABWM Editor by the necessary deadline.
- Create and maintain a full advertisers' and sponsors schedule for the ABWM Editor on all advertising printing in the ABWM Magazine.
- Share this schedule with the ABWM Treasurer so invoices can be sent to the advertiser before the magazine goes to print.
- Maintain and share the updated monthly schedule to the ABWM Editor and Treasurer by the deadline.
- Ensure all stakeholders have all the logos and information required for each of the main events to promote the sponsors in the correct manner.
- Maintain the Discount List for all members to be able to access all discounts.

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New and Potential Advertisers and Sponsors

- Follow up any new leads or emails of potential advertisers and sponsors and supply them with up to date advertising price lists, sponsorship information and details of the ABWM. (Could be from the Chairman, Secretary or Events)
- Research new potential advertisers should the numbers of advertisers in the magazine decline and need more income. (Use Expat magazines or other expat websites)
- Once a new advertiser or sponsor has been obtained, create and send out contracts in order to set up the business relationship between the ABWM and the Partner. Check with advertiser/sponsor how many copies of the monthly magazine they require.
- Add their details to the advertising address schedule which is sent to the Secretary each month.
- Send out thank you note after signed contacts for new business to the ABWM

Monthly Magazine updates

- Share the monthly updated schedule of adverts to the ABWM Editor by the deadline date
- Send monthly advertising schedule to the ABWM Secretary so that she can do the labels for the magazine distribution

Financial responsibilities

- Keep the ABWM Treasurer up to date with advertisers/sponsors to invoice, etc. before their monthly advert has been printed or before an event they are sponsoring
- Assist the ABWM Treasurer with any financial queries from an advertiser or sponsor

Christmas Bazaar and other events

- Coordinate with the Events team which sponsors would need advertising space in order to assist the ABWM Editor to work out an advertising plan for all the sponsors & advertisers in the months after the event
- Share with the Event coordinator what prizes you have managed to obtain from sponsors for the event raffles

Committee meetings

- Committee meetings take place once a month when you need give a brief report on what's happening with the advertisers and sponsors and highlight any issues or new advertisers/sponsors
- Also, give full feedback on monthly financial printing income

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ABWM Website

- Keep all information regarding the advertisers price list, sponsors information and any other relevant information on the website updated by letting the Chairman & Technical Support know of any out of date information
- Ensure Technical Support has the logos of the annual sponsors for the website

Miscellaneous

- During busy periods of activity, assist the rest of the Committee with special projects or events

Skills required

- Able to effectively communicate and correspond with advertisers and sponsors (via email mainly)
- Knowledge of Word (for contracts) and Excel (for schedules) important

Time taken up by the role:

- This is a flexible role and can be done from home and in your own time
- Committee meetings are the main real meeting requirement
- You'll need to be always available on the phone to advertisers and sponsors

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