

Association of Legal Administrators Metropolitan Detroit Chapter

Position Description for DIRECTOR OF BUSINESS PARTNER RELATIONS

Specific Functions

1. Maintain relationships with Business Partners and the legal community.
2. Liaison to Business Partner Advisory Committee.
3. Maintain a list of local Business Partners.
4. Meet and/or speak with various Business Partners to discuss the possibility of sponsoring the Metropolitan Detroit Chapter of the ALA.
5. Provide information as to the benefits of sponsorship and the necessary forms as needed to any Business Partner who may be interested in getting involved with the Chapter.
6. Answer questions regarding sponsorship benefits, ad placement and website listings.
7. Handle all incoming forms and payments regarding sponsorship; forward information and payments to the Assistant Treasurer and provide information about new sponsors to the Website Coordinator and the Newsletter Editor.
8. Correspond annually (several times prior to April) to all local Business Partners regarding the Chapter Board year and the benefits of Chapter sponsorship. This correspondence can be an email or a mailed letter to each Business Partner and shall include necessary forms that Business Partners must complete to become sponsors.

Business Partner Expo and other events. The duties associated with planning the parties include:

1. Plan the date, secure a venue and catering for the event.
2. Keep event within the budgeted allowance.
3. If applicable, plan and arrange for speakers and activities, etc.
4. Coordinate any needed signs, AV equipment, etc.
5. Attend and manage the actual event.

Annual event - Business Partner Appreciation & Member Holiday Party

1. Send "save the date" correspondence and invitations to Business Partners.
2. Coordinate the registration of Business Partners and advise the Director of Meetings and Publicity.

Website

1. Provide Website Coordinator with sponsor logos, ads, and other information on an ongoing basis.
2. Update the Business Partner database as needed during the year.

Newsletter – *The Agenda*

1. Provide information about new sponsors to the Newsletter Editor.
2. Provide the correct ads and sponsor information to the Newsletter Editor for each newsletter edition.

Monthly Luncheons

1. Work with the Education Officer and the Director of Meetings and Publicity to coordinate Business Partner's sponsorship at the appropriate meeting.
2. Assist the sponsoring Business Partner with handouts, and other meeting preparation.

Records/Information to retain and provide successor:

1. **Business partner program guidelines**
2. **Business partner sponsor application forms**
3. **Business partner list**
4. **Business Partner Expo list, venue information and event costs.**