

## Partnerships Director

### Your contribution to PrimeTime's vision

As the Partnerships Director at PrimeTime, you will play a crucial role in developing and nurturing strategic partnerships to support our mission of empowering women and fostering their professional growth. You will be responsible for establishing and maintaining strong relationships with external partners and driving collaborative initiatives to create value for both PrimeTime, our members, and our partners.

### Your Main Responsibilities

- Define and cultivate a strategic network of partners and potential investment partners and create a Partner Identification Criteria (PIC)
- Foster and enhance the external perception of PrimeTime, establishing the organisation as a leading brand in partnership relationships
- Take ownership of sourcing new vendors and strategic partners, leading proactive and constructive dialogues to explore collaboration opportunities
- Develop tailored value propositions for each partner, highlighting the mutual benefits of the partnership and effectively communicate the value of PrimeTime to stakeholders and members
- Create and deliver customised partnership proposals, ensuring successful outcomes that generate productive and mutually beneficial partnerships
- Drive the development of strategic initiatives through effective engagement with new partners and skilful renegotiation with existing partners
- Establish Partnership frameworks that ensure the smooth execution of agreements, while safeguarding the interests and experiences of PrimeTime members
- Ensure the fulfilment of contractual commitments by both PrimeTime and its partners
- Devise and implement go-to-market strategies to optimise PrimeTime's fixed costs, streamline operational logistics, elevate membership experiences, and expand the organisation's membership base
- Act as a representative of PrimeTime at partner events or conferences, effectively communicating the organisation's mission and fostering productive relationships
- Recruit, lead, and manage a team of volunteers to assist in the function, providing adequate training and onboarding support

- Attend the monthly Board meetings, 2nd Thursday events, Coffee Connections, and support as many other SIG events as possible to stay on the pulse of the PrimeTime community
- Assist with succession planning for this role. If you are unable to complete the board term, you are responsible for identifying and grooming a successor for this role

**We want to hear from you if you ...**

- Are passionate about empowering women to reach their highest potential
- Are interested in building and managing strategic partnerships in a professional setting
- Have excellent relationship-building and communication skills to establish productive collaborations with external partners
- Have strong negotiation and persuasion abilities to achieve mutually beneficial outcomes
- Have strategic thinking and analytical skills to identify partnership opportunities and develop value propositions
- Have an understanding of marketing and branding principles to effectively articulate PrimeTime's value to partners

**Time requirement: ~25h/month**

- 2nd Thursday: 2h/month
- Coffee Connections: 4h/month
- Other SIG events: 4h/month
- Board meetings: 3h/month
- External Partner Engagement: 5h/month
- General admin/Team Coordination: 5h/month

**Team structure**

- 1) Deputy Partnerships Director: She will work closely with the Partnerships Director to drive strategic partnerships and sponsorship opportunities for PrimeTime events and initiatives. They will assist in developing and implementing

partnership strategies, maintaining sponsor relationships, and supporting the overall growth and success of PrimeTime's partnerships team.

- 2) Partnerships Outreach Team: This team will be responsible for engaging with chambers of commerce, industry associations, and other similar organisations to raise brand awareness. They will establish and nurture relationships with key stakeholders, develop collaborative initiatives, and implement strategies to expand PrimeTime's reach and attract new members as well as potential new members to PrimeTime's events and programmes
- 3) Partnerships & Sponsorship Team: This team focus on securing sponsorships and strategic partnerships for PrimeTime events. They will identify potential sponsors, negotiate agreements, and maintain relationships with sponsors to secure resources and support for events.
- 4) Partnerships Membership Benefits Team: This team will be responsible for securing valuable benefits and resources for PrimeTime members. They will identify potential partners and negotiate agreements to offer exclusive discounts, perks, and services to our members. In addition, they will maintain relationships with partners, continuously explore new opportunities, and ensure a diverse range of benefits that cater to the needs and interests of our members.

**For further details, kindly reach out to the Secretary at: [secretary@primetime.org.sg](mailto:secretary@primetime.org.sg)**