



Vacancy: Sponsorship Sales Executive

Grandstand Media Limited (GML), organisers of the prestigious Horse of the Year Show and the British Showjumping National Championships and Stoneleigh Horse Show are currently looking for a knowledgeable and proactive sales person to join the team as a Sponsorship Sales Executive.

ROLE PURPOSE

The role will suit a driven sales person who is confident at generating leads and has the ability to see this process through from start to finish. The primary focus of this role will be to develop partnership opportunities for both events, whilst maintaining existing business with a strong requirement to account manage customers throughout the year. The ideal candidate will have experience of target and performance driven objectives.

Grandstand Media Limited is a team of specialists with many years' experience planning, organising and running equine events. Most notably Horse of the Year Show (Birmingham, CSI 3*) which GML has organised since 1997 the event now welcomes over 60,000 visitors in October at the NEC. The British Showjumping National Championships and Stoneleigh Horse Show was added to the company profile in 2015.

This is a full time position principally based at Stoneleigh Park in Warwickshire although the role will also involve some travel and for you to be based on-site during events. This currently involves one week stay at Stoneleigh Park in August and eight days at Birmingham's NEC in October (at the company's expense). Due to the nature of the industry then there may also be a requirement for you to work weekends from time to time.

PRINCIPLE DUTIES

- Deliver the sales campaign, selling sponsorship packages via telesales and face-to-face
- Professional management of existing accounts, maximising opportunities to 'upsell' and ensuring all sponsorship activation plans and fulfilment reports are delivered
- Timely and professional handling of all enquiries
- Researching new sales leads and identifying potential sponsors
- Understanding each client's needs and marketing objectives to create bespoke sponsorship packages
- Working to deadlines and targets as set by the Event Director and Commercial Sales Manager
- Maintaining an accurate and up-to-date sales pipeline
- Providing timely and accurate weekly and monthly sales reports
- Working closely with the Commercial Sales Manager and Marketing Department to lay out effective campaigns to support the sales effort
- Be proactive in supporting the other revenue streams such as trade stands, advertising, hospitality, accommodation, champions bar and ticket packages
- Building and maintaining a sound knowledge of the industry, attending competitor events where necessary, maintaining client relationships and expanding the database
- Maintaining a professional attitude at all times with a proactive approach to helping the company achieve its organisational goals
- Assisting on other shows and events as required

EXPERIENCE, KNOWLEDGE AND SKILLS REQUIRED

- Highly motivated with a genuine will to succeed
- Two/Three years' consultative sales experience in a similar environment
- Demonstrable track record
- Ability to work autonomously or as part of a team
- Strong organisational and multi-tasking skills
- Excellent relationship and rapport building skills
- Experience in maintaining sales databases, reporting sales figures and understanding revenue streams
- Ability to demonstrate diplomacy and tact
- Excellent verbal, communication and presentation skills
- Ability to work under pressure in a target driven environment
- Creative flair and attention to detail
- Strong work ethic
- Proficient in all MS Office applications such as Excel, Word, Outlook, Powerpoint etc.

Tasks at Events

- Ensuring that the sponsors' contractual obligations are delivered as agreed
- Liaising with sponsors including the handling of any queries and potential complaints
- Working under pressure to assist with any situations and issues that may arise
- Assisting in the administration office with a variety of incoming queries including but not limited to hospitality, champions bar, accommodation, season tickets and M&M tickets

TO APPLY FOR THIS POSITION PLEASE SEND YOUR
COVER LETTER, CV AND SALARY EXPECTATIONS TO

andy.tideswell@grandstand.co.uk

BY FRIDAY 15th JUNE 2018