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**Role Description – Event Sponsorship and Sales Manager**

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| Role title | **Event Sponsorship and Sales Manager** | Grade | 3 | Department | Commercial |

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| **Reports to *(1)*** | Events Manager | **Direct Reports** | None |
| **Key relationships / interfaces *(1)*** | |  |  | | --- | --- | | **Internal**: | Events team, business development team, branches and SIGs team, marketing department, customer and operational services teams, finance department. | | **External**: | Corporate, academic and training provider existing and future customers, volunteers. | | | |
| Role purpose (2) | To build APM event sales through sponsors and delegate sales, develop long term relationships with a portfolio of sponsors and APM’s corporate partners and affiliates, increase income from these activities as well as other activities as identified in the Commercial Policy. | | |
| **Breadth of responsibility *(3)*** | Within the definitions of the Commercial Policy to be responsible for revenue generation from corporate, academic and training provider customers across APM events. | | |
| **Dimensions and limits of authority *(4)*** | The role-holder is responsible for managing and delivering the agreed annual business plan for this area within agreed expenditure budgets. | | |

| **Key responsibilities / accountabilities *(5)*** | **Key performance measures *(6)*** |
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| Increase sales of sponsorship of APM events | Income objectives are achieved with high levels of customer satisfaction and loyalty |
| Develop long term agreements and build strong relationships with sponsors of APM events | Long term agreements in place across the majority of APM events and high customer satisfaction |
| Review and develop event sponsorship packages to increase income and ensure customer satisfaction | Income objectives achieved with high levels of customer satisfaction. |
| Increase delegate sales at APM events whist ensuring delegates are attracted from APM’s target sectors. | Income objectives are achieved with target number of new sector delegates secured. |
| Develop relationships and set up valuable contra deals to promote APM events with other associations and not-for profit organisations. | Promotional opportunities secured and strong relationships built. |

**Person Specification – Event Sponsorship and Sales Manager**

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| **Attribute** | **Description** | **Essential / desirable** |
| **Qualifications *(7)*** | First degree or equivalent in business or related subject | Desirable |
| Marketing, sponsorship, sales or similar professional qualification | Desirable |
| **Experience *(8)*** | Significant experience in event sales, event sponsorship management and marketing. | Essential |
| Experience in creating and selling sponsorship packages for events and/or in charitable or other NFP organisations | Desirable |
| Experience in a business development role, skilled in building relationships with corporate clients. | Essential |
| Experience in developing contra agreements and partnerships with NFP organisations. | Desirable |
| **Knowledge** | Knowledge of event revenue models, including sponsorship packages | Essential |
| Knowledge of the charity and professional association sectors | Desirable |
| Knowledge of the discipline of project and programme management | Desirable |
| Commercially and financially literate | Essential |
| **Skills** | Highly IT literate: digital/office applications/social and professional networking | Essential |
| High quality presentation skills | Essential |
| Good standard of literacy and numeracy | Essential |
| **Other** | Current driving licence  Able to spend occasional nights away from home | Essential |
| **Behaviour / competency *(9)*** | A highly results-oriented, relationship builder with strong interpersonal skills and customer focus. | Essential |

| **Supporting Behaviours** | |
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| **Behaviour** | **Description** |
| **Communication** | Able to build influential networks and strategic relationships. Able to negotiate effectively to achieve agreed courses of action with stakeholders, maintaining their buy-in. Writes and speaks clearly, concisely and persuasively. |
| **Customer and Supplier Focus** | Demonstrates an in-depth and thorough understanding of customer needs and can translate into solutions. Able to build and maintain strong customer relationships. Able to negotiate effectively to ensure long term customer satisfaction |
| **Working Together / Teamwork** | Demonstrates strong team-working ethic and ability to work with a wide range of stakeholders at all levels.  Can build and manage a team of people to achieve a task |
| **Leadership and Developing People** | Able to provide direction and support to others in a range of situations. Able to delegate responsibility to others. Able to identify when issues need escalating. Able to identify own limitations and act accordingly. |
| **Problem Solving and Ownership** | Takes ownership of problems and can apply intellectual and creative skills to finding solutions |
| **Improvement, Change and Creativity** | Able to identify improvements and to work collaboratively to achieve agreed goals. Actively identifies new opportunities and seeks ways to exploit them |
| **Planning and Organising** | Can plan and organise projects and own workload to deliver objectives |
| **Organisational Commitment** | Can demonstrate commitment to organisation and actively embodies the values of the organisation by maintaining a professional image at all times. |
| **Resilience** | Can stay focused under pressure, responding positively and constructively to challenge. |