

Job Description

Job Title	Event Sponsorship & Sales Manager	Grade	3
Department	Education & Lifelong Learning - Events	Reports	None
Reports to	Senior Events Manager		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To deliver sponsorship revenue targets for APM's portfolio of events in line with events strategy, through sponsorship and exhibitor sales. Grow and diversify the portfolio of APM's sponsors and exhibitors. Develop strong, long-term relationships with our sponsors and ensure they have a valuable experience at APM events.

Dimensions & Limits

The role-holder is responsible for delivering APM events sponsorship revenue targets and managing the relationships with sponsors in line with the organisation strategy and business plan.

Capital expenditure outside the given budget will need to be referred to the line manager. They will be expected to escalate any issues or concerns to the Senior Events Manager.

Key relationships

Internal

- The role holder will work with multiple departments within APM: Events & Volunteer Engagement colleagues, Corporate Partnership team, Service Innovation team, Knowledge team, Business Development team, Membership Team, Marketing and Communications teams, Finance team.

External

- The role holder will directly engage with a wide range of external stakeholders including APM volunteers and members, corporate organisations, sponsors and exhibitors, training providers, venue and service providers, prospective sponsors and key opinion leaders.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.

Confidential

JD: Event Sponsorship & Sales Manager

Date: Sept 23

- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Business Development and Account Management

- Increase sponsorship revenue through events related business development
- Develop and maintain meaningful relationships with sponsors to understand their needs and ensure retention and upselling and cross selling
- Diversify and develop the event sponsorship portfolio by identifying new sales opportunities and recruiting new sponsors
- Attend external industry events to network with organisations and identify new prospects
- Maintain regular contact with new and existing sponsors through virtual and face-to-face meetings, phone and email
- Investigate new opportunities with existing corporate partners by building relationships with APM's account managers
- Create new sponsorship packages to satisfy demand and adapt to opportunities presented by new venues and formats. Advise sponsors on the best options for them to help them achieve their objectives
- Explore potential new markets
- Maintain a specialist knowledge of the events sponsorship environment to assess and develop new ideas and opportunities.
- Recommend integrating new commercial formats and solutions that can increase sponsorship revenue generation.
- Actively contribute to APM's culture of diversity, inclusivity and values.

Sales Process

- Manage forward planning of entire sales process
- Create and send robust, detailed sponsorship contracts ensuring that all signatures are collected
- Create, send and record invoices assisting with queries when required
- Lead the creation of accurate, engaging sales collateral
- Maintain accurate database of sponsorship contacts, prospects and existing
- Track and report on sponsorship revenue
- Collect sponsor feedback and arrange debrief meetings where appropriate

Event Delivery

- Attend APM's flagship events; the APM Awards, APM Women in Project Management Conference and APM Conference as well as other smaller events as required. This will require occasional travel and overnight stays.

- Manage the exhibition area at APM flagship conferences including build up, breakdown, greeting sponsors/exhibitors and problem solving. Act as the sponsors' main point of contact on the day of the event.
- Support events team to fulfil all contract deliverables
- Be responsible for exhibitor floorplan allocation

Key performance measures

- Sponsorship revenue targets across APM's portfolio of events are met or exceeded
- High sponsor/exhibitor satisfaction and retention rates
- Accurate weekly and monthly reporting
- Growth of sponsor/exhibitor portfolio

Person specification – Event Sponsorship Manager

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to A level or equivalent 	<ul style="list-style-type: none"> • Degree level or equivalent • Sales qualification • Event management qualification • Professional qualification in project, programme or portfolio management
Experience	<ul style="list-style-type: none"> • Significant events related business development experience (event sales, event sponsorship management and marketing) • Experience of building and managing relationships with key/corporate clients • Track record of hitting sales targets • Stakeholder management at every level, including senior leaders 	<ul style="list-style-type: none"> • Experience working as part of an events focussed business or team • Experience working in a membership body • Experience of working on awards and conferences • Experience of event delivery • Experience of virtual event platforms • Experience selling webinars and other digital opportunities • Experience of working with large organisations • Experience of working with CRM systems • Budget management
Knowledge	<ul style="list-style-type: none"> • Understanding of the process and planning of event sales • Understanding of UK conference industry • Knowledge of event revenue models, including sponsorship packages • Commercially and financially literate 	<ul style="list-style-type: none"> • Understanding of the principles of project management • Email marketing and social media management • Understanding of contra agreements
Skills	<ul style="list-style-type: none"> • Excellent negotiation skills 	<ul style="list-style-type: none"> • Salesforce

Confidential

JD: Event Sponsorship & Sales Manager

Date: Sept 23

	<ul style="list-style-type: none"> • Excellent teamwork skills • Excellent stakeholder management skills • Excellent listening and communication skills • Networking skills • High quality presentation skills • Attention to detail • Ability to work to goals and to meet deadlines • Ability to work to multiple deadlines and under pressure • Ability to identify and exploit new opportunities • Ability to analyse data and create reports 	<ul style="list-style-type: none"> • DocuSign
Behaviour / Competency	<ul style="list-style-type: none"> • Results drive • Relationship builder • Initiative and proactivity • Flexibility and resilience • Forward thinking • Persuasive • Commercially driven • Problem solving attitude • Customer focused • Warm and open 	<ul style="list-style-type: none"> • Creativity
Other	<ul style="list-style-type: none"> • Able to travel occasionally within the UK • Able to occasionally work in the evenings or weekends, in case of events 	<ul style="list-style-type: none"> • Current driving licence