

Commercial Partnerships Manager

WHAT WE ARE LOOKING FOR:

Kisaco Research is looking for an intelligent, proactive and experienced sales person to join the sponsorship sales team for a permanent role in London. The Commercial Partnerships Manager will join a high performing sales team, which has more than trebled its annual revenue over the past two years.

This role involves more than just selling high value sponsorship and exhibition packages, with the successful applicant also taking responsibility for working closely with our Conference Producers to launch and scale events, influence event strategy and feed high levels of market intelligence back into the campaign. This person needs to be hands-on, enthusiastic, ambitious and flexible with a strong work ethic

QUALIFICATIONS AND SKILLS:

- Minimum of 3 years selling high value sponsorship, exhibition or advertising packages in the events world
- Proven record of portfolio selling and growth – including increasing existing client spend and new business generation
- Proven record of hitting and exceeding revenue targets
- Demonstrable ability to deliver revenue on new product
- Strong interpersonal skills and ability to communicate effectively with internal and external stakeholders
- Highly organised with strong time and workload management skills along with a strong attention to detail
- Ability to grasp and understand varied and sometimes technical markets
- English Fluency; UK based essential

KEY RESPONSIBILITIES:

Revenue

- Responsibility for sponsorship revenue of £400k+ across multiple events
- Develop deep working relationships with both large corporates and new start-ups in the space
- Grow revenue from existing accounts, increasing both average spend and frequency of spend across portfolio
- Develop new business on launch events
- Generate sales revenue consistently and deliver against monthly, quarterly, annual and event targets
- Articulate key value proposition of our events/platforms and illustrate how our platform can deliver maximum impact for clients
- Working with sponsors in the new virtual environment and ensure successful experience to result in client retention. Focus on ROI for sponsors.
- Conduct virtual meetings with existing sponsors to de-brief post event and secure re-book/follow on revenue

Content & Product Development

- Work actively with the Production team to influence event strategy and direction from a commercial standpoint
- Develop deep understanding of your market-place, to be able to read and comment on trends, cycles, buying patterns etc and be a resource for both your clients and colleagues
- Contribute to topic generation and validation from a commercial perspective and support Conference Producer

Internal

- Align with Kisaco Research internal processes – including sales process
- Lead by example in activity, reporting and pipelines, including use and maintenance of Salesforce as a CRM
- Input into marketing campaign to generate leads and opportunities
- Feed-back on market intel and sales pipeline to Commercial Director on a weekly basis
- Develop strong working relationship with internal stakeholders – marketing, production, operations