

Job title	Sponsorship Sales Executive, Archant Herts & Cambs
Location	<p>Based at the Stevenage office with travel for face-to-face client and networking visits within the Hertfordshire and Cambridgeshire region.</p> <p>The company reserves the right at any time to require the post holder to work at a different location, either on a temporary or permanent basis, on reasonable notice.</p>
Reference number	JT/ADV612/JD0707
Reporting relationships	Reporting to the Business Development Manager who reports to the Business Development Director who in turn reports to the Managing Director, Archant Herts & Cambs.
Job purpose	<p>To increase sponsorship revenue from events, awards, websites (including mobile), newspapers and magazines in order that growth objectives are achieved.</p> <p>To create relationships within all segments of the business community and to make compelling sponsorship proposals that achieve revenue and profit targets.</p>
Job dimensions	<p>The post holder will work as part of a team under the direction of the Business Development Manager. They will, however, be expected to manage their client and partnership relationships with a high degree of autonomy.</p> <p>The post holder will be accountable for their individual targets pre-determined by the Business Development Manager.</p> <p>Duties include selling the benefits of sponsorship and advertising to existing and new customers using negotiation and presentation skills. This will involve delivering presentations to client and partnership groups and networking at business events.</p> <p>The role entails cultivating and maintaining excellent business relationships with existing and potential clients and actively seeking new business opportunities.</p> <p>Successful customer relationships that reinforce the positive perception of our company and result in profitable revenues are vital to the success of our business. Poor performance or poor handling of customers can be detrimental to the overall success of the company and its products.</p>
Main responsibilities	<p>To establish excellent customer relationships and provide a high standard of service to customers (both internal and external) in accordance with company policy.</p> <p>To maintain and develop successful relationships with existing customers and partners via face-to-face meetings, telephone and e-mail.</p> <p>To identify and make effective contact with potential customers and partners within the business community and to create new business relationships and opportunities.</p> <p>To devise and sell effective sponsorship and advertising campaigns (both online and in print) to existing and new customers.</p> <p>To sell sponsorship of Archant Herts & Cambsevents including high-profile business awards, food awards, tourism awards, careers fairs and wedding shows.</p>

<p>Main responsibilities continued</p>	<p>To meet or exceed agreed targets by sustaining the current level of business with existing customers and, working closely with editors and the senior advertising team, to identify new sponsorship opportunities in order to increase levels of business activity and revenue.</p> <p>To carry out regular marketing fact-finding exercises in order to gain a thorough understanding of the customer and their needs.</p> <p>To prepare and present sponsorship proposals which effectively sell the features and benefits of our products and meet the needs of the customer.</p> <p>To ensure adequate preparation for each presentation in order that you are fully equipped at all times with a range of effective ideas, visuals and current media information.</p> <p>To attend company events and external hospitality/networking events as required and to liaise and network effectively at these events in order to develop and build strong client and partnership links.</p> <p>To ensure that copy and pre-payment (where applicable) are accurately processed within the appropriate deadlines.</p> <p>To ensure that all queries (CAPs) are effectively resolved and authorised as per local procedure within 48 hours and that Credit Control are informed of any potential issues.</p> <p>To ensure that all records (manual or electronic) are kept up-to-date and accurate.</p> <p>To keep personal skills and knowledge up-to-date (i.e. production processes, advertising booking system, accounts processes, product knowledge, competitive titles, industry, advertising law) and to attend training when required.</p> <p>To ensure that the company vehicle provided is kept in a clean, safe and serviceable condition, is driven at all times within the requirements of the law and that any accidents or damage are reported immediately.</p> <p>To ensure that business mileage returns and any expenses are submitted monthly.</p> <p>To comply with the company dress code and maintain a smart, business-like appearance at all times.</p> <p>To present a supportive, positive and enthusiastic attitude towards the job, the company and your colleagues at all times.</p> <p>To actively promote the benefits of the company and its products and to ensure that company policy and procedures are adhered to at all times.</p>
<p>Communication and working relationships</p>	<p>The post holder will work as a member of the Business Development department and is required to establish effective working relationships with various departments including Planning, Production, Advertising Sales, Editorial, Credit Control, Distribution, Marketing, Training and other Archant sales teams, advertising centres and external agencies.</p>
<p>Most challenging part of the job</p>	<p>The role can be demanding as it requires the post holder to achieve set goals within fixed deadlines in a competitive market place.</p> <p>To help balance the demands of the role, the Business Development department offers a stimulating and positive working environment based on mutual support and team working.</p>

Health and safety	All employees must observe and comply with Archant's policies and procedures for health and safety.
Equal opportunities statement	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant's aims and objectives.
Job description agreement	<p>To be signed within 6 weeks of employment after discussion with the line manager.</p> <p>Manager: _____ Date: _____</p> <p>Post holder: _____ Date: _____</p> <p>This is a description of the role as it is presently constructed. This will be reviewed periodically and updated to ensure that the job description fully reflects the duties of the role.</p>