

Sponsorship Manager, Americas

Location: US. Will work remotely.

Job Type: Full Time

Reports to: Sales Director

About Corinium Global Intelligence

Corinium has spent the past six+ years inspiring and supporting emerging C-Suite executives in the world of Data, Analytics and Digital Innovation through our live and digital global conferences, roundtables, custom events and content. We attract an unparalleled audience of C level executives from a variety of industries.

Your Role and Our Culture

As our Sponsorship Sales Manager, you will have the opportunity to cultivate relationships with today's leading solution and service providers, from large enterprise software and consulting firms to small start-up companies. You will have the opportunity to sell across a variety of that may include some or all of the following: physical event sponsorships, digital event sponsorships, custom roundtable sponsorships, and content. You will be tasked with building a pipeline and developing a strategy to meet and exceed the sponsorship sales goals on each of your events. You will be expected to contribute your thoughts, ideas, and insights to your event teams, your manager and your colleagues.

While we may be spread over various continents, the Corinium team works hand in hand, using remote working technologies to foster a collaborative and nurturing environment. Our culture of collaboration, respect and ethics make this sales team particularly unique. We are looking for someone who is not only a self-starter and tenacious salesperson, but also understands and supports our mutual goal of team success.

You will be selling both digital events and physical events, though as the business transitions back to physical events you may be asked to focus on one or the other.

You will be expected to meet and exceed agreed goals and targets.

Responsibilities:

To exceed agreed revenue targets for each campaign

Practice effective time management; being able to identify, communicate, plan and prioritise objectives while working remotely. Research, identify and close new business

Maximise revenue from new and current/previous sponsors

Build, nurture, and maintain strong relationships with senior level decision makers (with a focus on maximising future revenue)

Understand your customer's needs and drivers. Build bespoke opportunities based on this understanding.

Demonstrate aptitude for understanding the new concepts, topics, titles and industries that are represented in the conferences you sell.

Demonstrate ability to build and maintain a healthy pipeline of qualified leads/business

Achieve agreed KPIs for pipeline progression

Actively liaise with other key departments and maintain effective communication with your event teams.

Accurate reporting, forecasting and campaign management.

Fully embrace the use of Corinium's CRM to the fullest of its capabilities. Building and tracking your pipeline in its entirety within the CRM.

Building your own custom proposals, presentations, and other sales tools when necessary.

Skills/Character traits

Ability to work remotely. Must have exceptional time management skills, work ethic and dedicated remote workspace (in your home or otherwise).

Tenacity to seek out answers and find the tools you need both internally and externally. But also when necessary, the willingness and ability to improvise and/or create the tools you need *right now*.

Excellent verbal and written communications skills

Ability to identify qualified, prospective clients and develop loyal customer relationships, mostly via phone and email.

Comfortable being on video calls with clients and colleagues.

Proven ability to identify new revenue streams and execute a sales strategy that meets goals and objectives

Internet research, prospecting, probing, lead generation and closing.

You are not intimidated by the challenge of contacting top, executive-level decision makers.

Able to work in a fast-paced environment and to work under pressure, organize and multi task

Willingness to take ownership for personal targets and responsibilities

Recognizes the challenges of working for a start up but embraces the opportunity to be a contributor to its success. Comfortable pivoting toward new initiatives that drive the business forward.

Positive, mature and ambitious

Energetic and enthusiastic

Team player

Experience

You should have at least 3 years Sponsorship Sales experience, preferably within the events/conferencing/publishing sector.

Knowledge and experience selling in a B2B environment

Inside and/or Outside Sales Experience

Earnings and Benefits

Competitive base salary plus high commission earnings potential

Medical / Dental / 401k

2 weeks paid vacation and select US holidays

Laptop