

JOB TITLE:	SPONSORSHIP SALES EXECUTIVE
JOB HOLDER:	
DATE UPDATED:	
REVISION (HR Office Use):	

1 MAIN PURPOSE OF THE JOB

To maximise B2B income generated from CIOB member and non-member companies for the sponsorship of events, campaigns, CIOB Academy and other collaborative activities.

Working collaboratively with internal stakeholders and external customers, the postholder will proactively contribute to the development of new B2B income streams and broaden CIOB's portfolio of sponsored activity. Through strategic collaborations, the postholder will harness the full potential of each customer relationship in terms of financial and non-financial contribution to CIOB's corporate plan.

2 POSITION IN ORGANISATION

As part of the Acquisition Team within the Membership Directorate, this role reports into the Acting Sponsorship Manager, whose role involves delivery of the sponsorship agreements secured by this role.

3 DIMENSION & LIMITS OF AUTHORITY

In this role, you will have visibility of sponsorship income budgets which are the responsibility of the Acting Sponsorship Manager and you will be set income targets that are aligned with the budgeted income.

4 SKILLS & EXPERIENCE

- Proven track record of negotiating and closing a B2B sale [essential]
 - Experience of telephone and face to face B2B sales environments [essential]
 - Experience of sponsorship sales [desired]
 - Excellent customer service skills [essential]
 - Experience of working within a membership organisation or charity [desired]
 - Proven track record of identifying prospects and leads [essential]
 - Professional demeanour [essential]
 - Confident, energetic, self starter [essential]
 - Use of using Microsoft Word, Outlook, Excel, Powerpoint [desired]
 - Use of Microsoft Dynamics or similar [desired]
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5 DUTIES & KEY RESPONSIBILITIES

Income generation	70%
<ul style="list-style-type: none"> - Sale of sponsorships for CIOB events such as Award Ceremonies, Conferences (both online & face to face), Parliamentary Receptions and other events - Sales of sponsorship for CIOB campaigns such as Art of Building, Special Reports and other ad-hoc campaigns - Development of high value, multi activity collaborations with relevant partners that deliver income and wider benefits for the CIOB - Sale of Sponsored CPD and other activities related to the CIOB Academy - Support the wider Acquisition team on the sale of sponsorships for smaller regional events 	
Business Development	20%
<ul style="list-style-type: none"> - Maintain a pipeline of diverse prospects for sponsorships and collaborations - Proactive research of competitor sponsorship activity to inform the CIOB's strategy around event and campaign sponsorship - Proactive networking and research for lead generation - Desk research of prospects and leads - Support product development activities, perhaps by involving customers in feedback, research, round tables 	
General tasks	10%
<ul style="list-style-type: none"> - Maintain a record of prospects, leads and sales activity through accurate use of the CIOB's chosen customer database - Collaborate cross departmentally with Academy, Marketing, Events, Policy and other teams to secure organisational commitment to the delivery of the sponsor benefits - Proactively communicate with the wider organisation about key customers - Attend Acquisition Team Meetings and Away Days 	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.