



**Job title:** Partnerships Sales Manager

W Series, the ground-breaking motor racing championship for female drivers only, is recruiting a Partnerships Sales Manager to help secure sponsorship deals. The ideal person will have significant knowledge of the sports industry, a track record in securing sponsorship (ideally motorsport but not essential) and a knowledge of brands who may be interested in investing in the industry.

**Purpose of role:**

- Report to and work alongside the Director of Partnerships, to help secure sponsors for the organisation and the W Series races
- Support the senior management build and deliver a sales strategy for sponsorships and partnerships
- Work with existing race venues and negotiate with new ones, to increase the commerciality of the W Series

**Principal accountabilities:**

- Working closely with the creative team, you'll deliver winning presentations and pitches to help secure sponsorship
- You'll be responsible for developing and delivering key revenue targets
- You will attend network events, and host at events, to build your pipeline and database
- You will retain and develop key accounts
- Pro-actively target new business – working closely with the Marketing Department
- Manage effective communication from the business to the customer
- Inter-department liaison; ensuring the business has an understanding of customer requirements
- Using Salesforce to maximise personal effectiveness and keeping the business updated with key account information

**Knowledge, skills and experience:**

- Previous experience in securing sponsorship, ideally in the sports industry
- A proven track record in delivering commercial return through sponsorship
- Experience growing partnerships and retaining business
- A passion for sport

# W SERIES

- Possess a proven ability to work within a changing and fast paced environment
- Demonstrate an appreciation of the customer's perspective of the sales process
- Demonstrate an ability to be a proactive and solutions driven individual, who is able to manage their own workload and time to get the job done
- Strong inter-personal skills with the ability to liaise at all levels
- A highly self-motivated team player with great enthusiasm and energy who is able to thrive in a results driven environment
- PC literate with strong skills in Microsoft software
- Experience using salesforce is a bonus

## **Personal attributes:**

- Honest, collaborative, creative, passionate and hard-working
- Personal circumstances must allow the candidate to work extended hours on occasion during times of peak activity including potential overseas travel