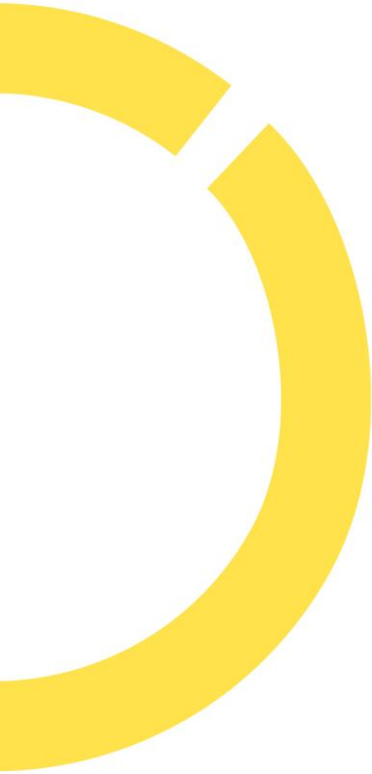




Director,  
Sponsorships



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## About the Role

The Director, Sponsorships will be responsible for building a strong sales pipeline and selling Procurius' forecast sponsorship inventory (both new and established solutions), CPO Forum, Big Idea's Summit Australia and Roundtables. Sales will include: Premium Banners; Webinars and Podcasts; CPO Roundtables, Guest Blogs (2022 target attached at Appendix 1).

To be successful, the Director, Sponsorships will need an in-depth knowledge of prospects' products and services, and be able to align this with The Procurius' marketing solutions. You will build a sales pipeline around the developed Procurius' marketing products, and secure business with a tenacious, entrepreneurial approach. There will be cold calling required, we don't have a complete network of sponsors.

The Director, Sponsorships will also need to work closely with Procurius peers to ensure successful delivery of solutions to client satisfaction. This role reports to the Founder and is based in Melbourne, Australia. Travel interstate and overseas may be required.

## Team

**Role reports to:** Founder / Director

**Direct Reports:** Partnership Manager (currently on maternity leave)  
Sales Manager/Support (vacant)  
Ticket Sales (two)



## Key Responsibilities

### Accountabilities

- Creation of a cohesive strategy to continually grow sponsorship and ticket sales across the group
- New business development
- Lead sponsorship and event ticket sales resources and overall efforts across the business to maximise efficiency and effectiveness
- Develop compelling collateral to support sponsorship sales
- Prepare premium client proposals
- Present sales, revenue and expense reports and realistic forecasts to the management team
- Provide client/prospect feedback and advise on demand trends, product mix and competitors
- Identify, track and report on new business opportunities and performance against forecasts using Salesforce
- Client account management
- Provide comprehensive briefing and ongoing oversight of signed Statement of Work to Procurius' Social Media, Content or Event Manager (as relevant) to ensure agreement is optimized across our business
- Manage total sponsorship budget
- Develop new systems, processes and procedures
- Develop and update Sales Packs, Media Kits and Proposals

### Leadership

- Oversee and direct the efforts of the Sponsorship team. This will include attracting, retaining, and building talent and coaching individuals to exceed their objectives including regular performance assessment and L&D requirements
- Develop and nurture an account/relationship management framework across the business
- Provide leadership in a manner that supports the company's culture, mission, and values
- Work with the other Directors in the business to continually shape the strategy for the group, with a mindset to continually grow sponsorship, membership and to maximize revenue and profitability across the group



### **Sales – Corporate Sponsorships**

- Major Events: CPO Forum and Big Ideas Summit
- Programs: BRAVO and The Faculty Roundtable
- Procurious Digital Content: Research Reports, Webcasts, Whitepapers, Podcasts and Banners & Blogs

### **Prospecting and Lead Generation**

- Build sponsor database for new and existing partners
- Conduct outbound calls and emails
- Input to the development and implementation of the company's overall media and sponsorship sales strategy
- Develop and implement sales plan selling inventory of online and offline marketing solutions
- Develop and implement lead generation strategies and campaigns

### **Research**

- Competitor Analysis on events and sponsorships
- Build new verticals to sponsor events
- Identify new markets for growth
- Identify new prospect partners

### **Client Scoping**

- Fully participate in sales process
- Understand customer needs and requirements

### **Proposal Development**

- Develop premium campaign proposals for prospects
- Maintain and update sales media kits and marketing collateral

### **Statement of Work (SOW) Management**

- Prepare and manage SOWs



### **Account Management**

- Preparation of comprehensive project briefs and ongoing oversight of signed Statement of Work

### **Post-campaign**

- Deliver end of Campaign Reporting to Partners and provide follow-up briefing
- Foster and growing relationships with contacts at Partner organisations

### **Social Media**

- Build social media presence across the group's main channels to drive engagement with new and prospect partners
- Help to grow and maintain the company's presence across its owned social media accounts through the sharing of written and video content

### **Sales reporting**

- Manage and develop the sales forecasting and reporting ensuring to track inventory
- Identify, track and report on new business opportunities and performance against forecasts
- Determine full list of annual sales inventory and report on progress to goals

### **Legal**

- Ensure compliance with GDPR and other global privacy data regulations



## About You - General Competencies

- Commitment to excellence and the highest standards of quality
- Energetic, tenacious, and initiative-taking individual
- Ability to work under pressure and succeed in a demanding, high growth, private company
- Ability to work collaboratively and effectively in a collaborative environment
- Demonstrate corporate values – teamwork, energy, accountability, commitment to excellence and honesty
- Entrepreneurial Spirit
- Self-driven, loves autonomy and welcomes responsibility.
- Must possess a 'can do' and whatever it takes' attitude – you are the type of person that will either find a way or make one
- A core belief in Procurious' potential. Ambassador for the Procurious brand and visible on Procurious
- Ability to work and succeed in a demanding, high growth, private company
- Exceptional verbal and written communication skills

## Required Skills and Experience

- Exceeds at establishing, building and maintaining business relationships
- Demonstrated ability to deliver against sales targets
- Outstanding B2B business development relationship management skills
- Strong senior stakeholder management skills
- Strong attention to detail
- Commercial acumen and broader business acumen
- Technical skills including proficiency with Microsoft Office Suite, especially PowerPoint and Canva
- Experience in new business development and account management
- Proven ability to develop, grow and deepen senior client relationships
- Proven ability to drive new concepts to a successful conclusion



## Preferred Skills and Experience

B2B digital media sales experience is highly preferred

- Experience with Event based sponsorship business development
- Tertiary qualifications preferred (relevant experience will be considered)
- Salesforce experience - preferable
- Knowledge of the media landscape across digital platforms is highly desirable
- Willingness to travel

## KPIs

- Overall teams sales target for Faculty events & Procurious digital inventory - AUD3M
- Personal sales stretch target - AUD1.3M
- Develop and execute annual sponsorship strategic plan
- Implement "insight into sales" strategic priority program of work
- Establish and develop new Sponsorship Clients
- Compliant with GDPR
- Keep accounts receivable for sponsorship & digital inventory within terms
- All client contact data and information recorded in Salesforce on a weekly basis
- Demonstrate the corporate values - Teamwork, Energy, Accountability, Commitment to Excellence, Honesty
- Complete Learning and development each quarter
- Each quarter achieve a career defining moment

## Application Instructions

For more information on the organisation visit: <https://www.procurious.com/>

To apply - please go to <https://fisherleadership.com/opportunities/director-sponsorships/> to download a Candidate Information Pack and click on 'APPLY NOW' using reference **FACdsp0424**, addressing your cover letter and resume to Andrew Broadbent of Fisher Leadership, or call 1300 347 437 for further information.



For more information visit:

<https://fisherleadership.com/opportunities/director-sponsorships/>

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*"Your value will be not what you know, it will be what you share."*

– Ginni Romitty, CEO IBM –

**fisherleadership.com**