

Job Title: Head of Sponsorship Design Division – Trade
Report to: Divisional Director

Introduction

Media 10 Limited is an award-winning, independent events, publishing and digital company. It runs some of the most iconic and successful events and magazines in the UK, and has a growing portfolio overseas, including events in China, South Africa and Helsinki.

We have over 30 live international events, 15+ publications, and a digital reach of over 6,300,000+ collectively.

As a creative company with great people and great ideas, Media 10 is passionate about delivering the very best results in everything. With over 70 industry awards across 19 years of operation and continued growth, Media 10 is an exciting and dynamic company looking to expand and succeed within all its four divisions: Home Interest, Grand Designs, Construction and Design.

Media 10 is looking to recruit an experienced and assured Head of Sponsorship to secure sponsorship deals and manage sponsor relations for the Design Division, consisting of Design London, Design Helsinki, Clerkenwell Design Week and BSPOKE 365.

The Division

The Design Division is renowned for Design London; the biggest event of the London Design Festival and its commercial heartbeat since 1995. They boast 27.4k visitors each year. Here you'll meet the most exciting emerging talent and see the latest collection launches from designs leading international brands. <https://www.designlondon.co.uk/>

Design Helsinki is Media 10's first Nordic design event and showcases the best in contemporary design. Launching in Finland, the festival highlights the profound influence that Nordic design has and its commitment to sustainability on the architecture and design industry.

<https://www.designhelsinki.com/>

Districts don't come more creative than East London's Clerkenwell – home to more designers, architects and creative businesses than anywhere else in the world. Clerkenwell Design Week showcases the best of the area's creative brands and businesses. Showroom events, exhibitions and immersive installations; they all make this an unmissable week for anyone with a passion for design, and an eye for detail.

<https://www.clerkenwelldesignweek.com/>

The Candidate

You'll have previous experience selling to C-Suite and director level, a track record of positive leadership and management, as well as day-to-day account management experience of brands. You must have clear understanding of portfolio, sponsorship sales retention and a strategic approach to portfolio growth.

You will be a results-focused thinker with a wide range of experience to contribute to the wider portfolio, as well as a confident communicator. You will be able to demonstrate that you have the skills, vision, and passion to extract the full commercial potential within the Design Division portfolio.

The Role

Alongside the Divisional Director, you will be responsible for heading up the partnerships and attracting large commercial sponsorships across the Design Division. A key task will be to secure face-to-face meetings with brands and companies to secure headline sponsorships and partnerships. A significant part of the role is the preparation of proposals and presentations, and the ability to present to senior contacts at C-Suite and director level.

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You must be able to develop, implement, and recognise growth within sponsorship packages that deliver both the objectives of the client and substantial long-term revenue for the events and brand partnerships. In addition to securing substantial revenue generating packages, you will be given the scope to develop and implement long term strategic partnerships.

Sales

- Ensuring sponsorship sales targets are achieved and a pipeline of sales leads are maintained
- Managing KPI's and monthly expectations, individual and team
- Developing and growing the existing client base and spend
- Actively and intelligently seek new business opportunities
- Ensuring all new business is followed up and turned into repeat business
- Ensuring the "quality of sponsor" is kept at the highest achievable level and matched to all shows and products
- Managing clients before, during, and after the show
- Communicating with your director to ensure sales targets are being achieved
- Always represent Media 10 in a professional manner

Internal relations

- Communicate with the whole team working in the portfolio; show management, stand sales, marketing, and features teams, ensuring the sponsorship inventory is deliverable
- Liaise with the operations team ensuring the smooth running of the exhibition during build up, the event open times, and break down
- Communicate with credit control to ensure all contracts are fully paid prior to the event
- Communicate with the sponsorship production team who will deliver the deals that you secure

Administration

- Ensure accurate and responsible admin for all sponsorship bookings
- Ensure that the in-house database is up to date with contacts and comments

General

- Support other team members as and when required and maintain a positive and enthusiastic attitude towards the role and the company
- Engage fully in training and development and develop the other account managers in the team
- Be present at all Media 10 events that you work on, irrespective of the fact they overlap into a weekend