

Job Title: Sponsorship Manager
Department: Consumer Portfolio
Report to: Commercial Director

About Us

Established in 2003, Media 10 have fast become one of the leading players in the media and events industry, as a result of running some of the most iconic and successful events in the country. From The Ideal Home Show to Clerkenwell Design Week. From the Coronation Festival to Designation Star Trek, we have worked with many partners including Channel 4, ITV, BskyB – even The Queen!

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 16 years of operation and continued growth, Media 10 is an exciting and dynamic company looking to expand and succeed within all of its four divisions: Home Interest, Grand Designs, Construction, and Design.

The Division

The Home Interest Division is renowned for the UK's largest and longest standing consumer show, the Ideal Home Show. Spanning across 17 days and welcoming over 200,000 visitors, the Ideal Home Show is *the* consumer event. Alongside the flagship event sits Ideal Home Show Scotland and Christmas, which welcome a combined total of 140,000 visitors. The Home Interest Division is also responsible for The Eat & Drink Festival, The Cake & Bake Show, Good Homes magazine, and a number of digital platforms. Annually, the Home Interest Division reaches 2,200,000+ consumers.

The Role

Media 10 is looking to recruit an experienced and assured Sponsorship Manager to secure sponsorship deals and manage sponsor relations for the Home Interest Division; consisting of Ideal Home Show London, Scotland, and Christmas, along with Eat & Drink Festival and The Cake & Bake Show.

Alongside the Commercial Director, you will be responsible for heading up the partnerships and brands across the Home Interest Division. A key task will be to secure face-to-face meetings with brands and companies to secure headline sponsorship and partnerships. A significant part of the role is the preparation of proposals and presentations, with the objective to present to senior contacts at C-Suite and Director level.

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.

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 Home Interest portfolio.

Sales

Specific sales responsibility include:

- Ensuring sales targets are achieved and a pipeline of sales leads are maintained, individually and the team
- Managing KPIs and monthly expectations, individual and team
- Developing and growing the existing client base and spend
- Actively and intelligently seek new business opportunities
- Ensure all new business is followed up and turned into repeat business
- Ensure the 'quality of sponsor' is kept at the highest achievable level, and matched to all shows and products
- Manage clients before, during, and after the show
- Communicate 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

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- 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

What you are good at

- A natural inspirational leader and motivator
- Lead from the front and set the standard
- A professional networker
- A strategic and proactive thinker and planner
- Engaging and mentoring
- Organised with an eye for detail
- Passionate and driven
- Creative and optimistic

What we will do for you

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths, and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun