

As Sponsorship Manager, you will be responsible for generating revenue to support a large portfolio of North American business conferences. You have broad business knowledge and strong commercial instincts. You are professional, articulate, and engaging. You know how to probe, listen to, and inspire your clients. You don't simply "present and tell" to make a commodity pitch, rather, you have a strategic conversation with your prospects.

Responsibilities:

- Meet and exceed sales targets for each assigned conference
- Using a consultative sales approach, communicate the benefits of sponsoring to potential clients
- Develop needs proposals that clearly match the client's objectives with the company's offerings
- Cultivate new business development and nurture existing client relationships
- Research and build prospect databases from industry intelligence
- Manage the entire sales process, including but not limited to, prospecting, negotiating, contract signing, and all customer service related to quality execution of all sponsorship package agreement items
- Maximize sponsorship retention
- Manage the sales pipeline
- Work collaboratively with the conference producers to balance sales opportunities with content quality, maximize conference promotions, and ensure smooth onsite execution

Qualifications and Skills Required:

- Bachelors degree or equivalent experience
- 3 to 5 years conference sponsorship sales experience with emphasis on a consultative sales approach
- Proven B2B sales experience in publishing, conference, or exhibition sales
- Account management experience
- Motivated and a self-starter
- Positive, hard-working, and open to feedback and strive for continuous improvement
- Excellent communication skills
- Project management experience
- Strong time management and organization skills
- Able to maintain high volume of phone, email, and personal contacts and prospects to generate leads

- Ability to probe, engage, consult, and inspire clients and hold strategic conversation

We thank all those who apply. However, only candidates selected for an interview will be contacted.