

Business Development and Sponsorship Manager

Neil Stewart Associates and Policy Review TV

www.neilstewartassociates.com

Neil Stewart Associates are the leading producer of public policy conferences, round tables and policy briefings providing business intelligence working with corporate, public and voluntary organisations.

Policy Review TV is one of the leading professional and specialist online TV channels in the UK.

We are seeking a driven, dynamic individual with extensive sponsorship sales experience and the ability to convert new business. We work in a friendly environment but demanding within a fast moving team.

Digital or video/tv sponsorship sales would be an advantage.

Previous experience of day to day sales processes and good communication skills are key to the success of this role

Minimum 3 years in sales preferably within a sponsorship and/or new business environment working with the public sector businesses

Be able to demonstrate a track record of exceeding targets

Interest in current affairs desirable

Strong background of working with higher and further education and skills organisations an advantage

International education sales experience and advantage

Job Description

The role requires the presentation of NSA and Client conferences and TV programmes.

The aim is to build non delegate driven revenue from sponsorship revenue, exhibition space sales etc. The ability to spot new business opportunities, cross sell and maintain existing and build new client relationships is essential.

The role also involves promoting the commercial opportunities of Policy Review TV, NSA's online partner in delivering targeted live and on demand broadcasts of all NSA events.

With a TV studio in Westminster as a showcase, the successful candidate will also be enabled to sell bespoke client led TV programmes.

Specifically the role involves: Presentation of the conferences, events and Policy Review TV either face to face, at exhibitions/conferences, by telephone, email, post

Ensuring that the literature is in the most presentable format and places the event in the most attractive manner.

An awareness of corporate budgets and from where sponsorship revenue derives i.e. public affairs, marketing, communications or corporate affairs budgets.

Sales Database input and updates

Generating tailored sponsorship packages to fit in with the clients needs

Internal liaison with the marketing, research and development and production departments

Identifying new business opportunities and sponsorship led events

Cross selling sponsorship on conferences and Policy Review TV

To discuss the roles please email Katrina Wright at katrina.wright@neilstewartassociates.co.uk with your current c.v. and a brief covering note explaining why you think that you can make an impact at Neil Stewart Associates and Policy Review TV.

No agencies please.