

JOB DESCRIPTION

Job Title	Senior Manager, New Partnerships
Department / Code	Sponsorship (SSP)
Main Purpose of Job	Drive significant sponsorship revenue through global and regional partnerships
Responsible To <i>(Specify who the Post Holder should Report to)</i>	Head of New Partnerships

Main Duties and Responsibilities

- Responsible for generating new sponsorship revenue for Formula 1
- Directly responsible for clients and/or specific region as determined by the Head of New Partnerships
- Cultivating and nurturing relationships with prospective clients
- Tailoring Formula 1's suite of sponsorship opportunities to deliver custom offerings to prospective clients
- Maintain day to day management of your client / regional patch ensuring that all intel is updated within the corporate sales database
- Forecast timely and accurate sales activity regularly to Head of New Partnerships, and update activity/prospect status in weekly sales meeting with the wider team
- An internal conduit for all prospective new partners, involving and updating other departments as and when needed such as content, race promotion, legal, hospitality, and marketing
- Work with the Head of New Partnerships to devise and deliver a robust sales strategy for your client base and region, which is intel driven and results orientated
- Work with multiple internal and external stakeholders including brands and agencies
- Lead by example with best working practices and processes for both short- and long-term deliverables
- Liaise with the Partnership Development and Management team when onboarding all new partners
- Manage an Executive
- Report to the Head of New Partnerships
- Complete all mandatory training within specific timelines
- Always operate safely in line with the Company Health and Safety requirements
- Undertake other duties within your capability as your Team Leader / Director may assign to you from time to time

Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> ▪ Proven extensive experience in a similar role either brand or rights holder side ▪ Proven sponsorship sales track record with key relationships and high-level clients ▪ People management ▪ Proven ability to manage and communicate with multiple stakeholders ▪ A strong understanding of brand and communications and the role of sponsorship in the marketing mix ▪ Worked in a high-paced environment ▪ Proven ability to generate revenue 	<ul style="list-style-type: none"> ▪ Experience in sport partnerships would be an advantage ▪ Experience or knowledge of digital sales and strategy
Knowledge & Skills	<ul style="list-style-type: none"> ▪ Proactive and performance-driven ▪ Comfortable with working in a dynamic global environment ▪ Ability to manage multiple initiatives simultaneously ▪ Problem solving mentality ▪ Creative ability to inform bespoke client facing decks ▪ A strong understanding of brand storytelling ▪ Good time management 	<ul style="list-style-type: none"> ▪ Additional languages a bonus ▪ Robust book of brand contacts
Personal Qualities	<ul style="list-style-type: none"> ▪ Excellent interpersonal skills, advanced communication and presenting capabilities ▪ Strategic thinker 	

	<ul style="list-style-type: none"> ▪ Self-motivated to learn and collaborate within a team ▪ Proactive and solutions orientated ▪ The ability to inspire both externally and internally 	
Other	<p>This is an office-based role</p> <p>Unusual hours may sometimes be required owing to time zones and schedule demands</p> <p>Working weekends (Grand Prix races) will be required from time to time</p> <p>Fluent in English</p>	

