

JOB DESCRIPTION

JOB TITLE:	Sponsorship Manager
REPORTING TO:	Head of Partnerships
TEAM:	Partnerships
SALARY:	£41,000 - £42,000
LOCATION:	Hybrid working – 3 days in the office
CONTRACT:	12 month fixed term contract

About London Chamber of Commerce and Industry

London Chamber of Commerce and Industry (LCCI) is London's key hub for the business community, we support members' businesses through a range of services, advocate on behalf of London's business community in the most important forums of policy debate, and promote 'Global London' as the best city in the world to do business – whether that's to trade, invest, learn, or find new commercial partners.

We work to accelerate the growth of our members by providing valuable support, facilitating new business connections, and leveraging our network to generate greater shared prosperity for London.

About the Partnerships team

The Partnerships team is accountable for meeting Business Plan Targets for the recruitment, engagement, retention and value growth of Patron membership, Partnerships, Sponsorships and allocated key accounts, (the latter shared with the Community and Member relationships team). The team takes ownership for a broad range of activities including, insight and analysis, sales prospecting, lead conversion, relationship development, day to day engagement, account management, trade up activities and the management of effective retention processes. The team retains a high level of knowledge, expertise and insight and are the LCCI partnership specialists.

The team works closely with Events, Community and Membership, Communications, Policy, International and IT to ensure the Chamber offer delivers maximum value.

About the role

The Sponsorship Manager is a critical commercial role operating within the Commercial Partnerships function of the Membership and Events Directorate, responsible for delivering sponsorship income required to support the events programme and to supplement the chambers income. The post will be based at our Queen Street Headquarters in London EC4.

Key Responsibilities

The post holder is required to deliver sponsorship income for the chamber, mainly for the Chamber's core events programme but also to identify and develop other sponsorship opportunities as required.

The key responsibilities are;

- Deliver against agreed sponsorship targets and KPIs for the LCCI events programme according to budgeted targets and aim to exceed these.
- Deliver against agreed sponsorship targets and KPIs for the LCCI SME London Business Awards.
- Maintain sponsor relationships and deliver first class stewardship and customer service at all times.
- Build and maintain a strong sponsorship pipeline funnel from prospect to contract completion.
- Proactively build commercial relationships, soliciting and delivering sponsorship income through arrangements with new prospects, existing or previous sponsors and LCCI members.
- Track progress against budget targets and provide regular progress reports on each funnel stage to the Head of Partnerships.
- Work collaboratively and closely with marketing, events, and other teams to develop powerful and creative sponsorship marketing collateral, alternative sponsorship packages and proposals which can maximise income generation.
- Professionally manage sponsorship contracts, liaising collaboratively and appropriately with internal stakeholders in their development and delivery.
- Manage invoices for sponsorship and track payments received.
- Work with the LCCI Marketing and Membership Teams to onboard and manage reciprocal and contra partnership agreements with relevant trade expos and strategically important external campaigns.
- Attend LCCI and external events to promote sponsorship opportunities to secure existing and new sponsors.
- Religiously ensure the CRM system is always up to date with sponsor and prospect contact and communications data and use its functionality to target activity.
- Work with all elements of the chamber to identify new sponsorship opportunities and solicit sponsorship deals.
- Present an efficient, professional and positive image of the LCCI at all times.
- Observe the Chamber's employee standards, customer values and contribute to their continuous improvement.
- Take appropriate action whether on your own initiative or as requested by the Head of Partnerships, to help colleagues with their duties or to help LCCI and give good service to customers.
- Carry out administrative tasks as required by the Head of Partnerships to support the Partnerships Team.

Skills and aptitudes

Required

- Proven sales or sponsorship track record.
- Proven ability to meet / exceed sales or commercial targets.
- Performance and target oriented.
- Excellent negotiation and commercial skills.
- Excellent interpersonal skills to build positive working relationships.
- Excellent presentation, verbal and written communication skills.
- Strong personal drive, also able to operate as part of a team.
- Account management or relationship management experience.
- Ability to adapt creatively to stakeholder and customer needs.
- Willing to attend events out of hours.
- Proficient with Microsoft Office suite – especially Excel and Dynamics CRM.
- Sales funnel and project management experience.

Desirable

- Good understanding of London and its business community.
- Good understanding of the needs of business and the problems and the issues they face.
- Understanding of the Chamber environment and movement.