

Job Description

Job Title:	Sales Development Manager
Location:	St Albans, Hertfordshire, AL1 4LW
Salary:	£28,260 - £32,970
Division:	Commercial
Department:	Commercial
Responsible to:	Chief Commercial Officer
Term:	Full Time – 35 hours P/W

Job Purpose

Underpin the profitability across CAMRAs Commercial portfolio (Publishing, Membership, Digital and Events) by developing partnerships and generating sponsorship/sales revenue.

Key Responsibilities

- Develop short and long-term sales/partnership strategies to recruit and retain sponsors or partners(clients)
- Work cross functionally with other depts. collaborating to generate new lead sources, and new inventory to monetise.
- Take a lead on pitching opportunities to prospective / current clients based on comprehensive research into their needs and wants.
- Lead on contract negotiations ensuring there is a win:win agreement.
- Network with existing and prospective clients
- Act as an account manager, and maintain a strong working relationship with current clients
 - Oversee the fulfilment of our sponsorship / partnership obligations to ensure CAMRA delivers their end of the negotiation
- Aim to develop partnerships in support of the commercial aims of the organisation
- Provide regular reporting and communication of sales status.

NB: This is a cross-departmental role, and in most cases the delivery of the service will managed by a different team

Person Specification

Essential Criteria

- Confident manner and the ability to build strong relationships at all levels
- Ability to develop overarching partnership opportunities
- Sales strategy planning experience
- Track record in hitting revenue targets
- Event sales & sponsorship fulfilment experience
- Excellent communication skills, both oral and written at all levels
- An ability to understand clients needs and reflect it in proposals
- Creative and able to see ideas through to completion
- Flexibility to work outside of office hours
- Ability to function effectively in collaboration with others



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- Capable of delivering on a varied degree of tasks and responsibility and of managing own workload efficiently

Desirable criteria

Knowledge of event management

Ability to develop contracts

