

Sports Partnerships & B2B Sales Specialist (Sports Activations)

****FLEXIBLE HOURS AND 100% REMOTE OPPORTUNITY**

****SUITABLE FOR FREELANCERS**

We are seeking a dynamic and experienced **Sports Partnerships & B2B Sales Specialist** to lead our efforts in selling and developing strategic partnerships within the sports industry, specifically focusing on experiential activations. The ideal candidate will possess a strong network within the sports ecosystem, with a deep understanding of sports marketing and proven expertise in B2B sales. You will play a crucial role in driving our growth by securing high-value partnerships with Sports brands and sports organisations, helping us deliver innovative fan engagement experiences.

Specific responsibilities will be developed and established prior to project commencing, based on your skills, but an outline of key tasks we need to achieve:

Target & engage: Identify and target potential clients within the sports industry, including sports teams, leagues, and venues, who could benefit from our experiential marketing services.

Client Acquisition: Develop and implement strategies to acquire new clients, with a focus on establishing partnerships that align with the company's goals.

Relationship Management: Build and nurture strong relationships with key stakeholders, ensuring long-term partnerships and the successful execution of our experiential activations.

Sales Process Management: Manage elements of sales process, from initial outreach and pitch development to closing deals and overseeing post-sale relationships. May include negotiating terms, setting up case studies, and ensuring client satisfaction.

Market Expansion: Help expand our presence in the sports industry by identifying new growth opportunities, both in terms of services offered and markets targeted. Play a critical role in positioning our company as the go-to provider for experiential sports marketing services.

Strategic Partnerships: Collaborate with sports entities to offer our services, at a discounted rate for example, creating case studies to demonstrate the value of our activations, which they could monetise down the line. These case studies

will help sports entities sell these packages to potential sponsors or integrate them into existing partnerships.