

**Position Title:** Sales and Sponsorship Executive  
**Department:** Business Development and Partnerships

**Position Overview:**

The Sales and Sponsorship Executive supports the Business Development and Partnerships team by identifying and securing product sponsorships and expo booth sales. This role involves approaching potential clients, developing proposals, and contributing to the achievement of the department's revenue targets.

**Goals:**

- **Revenue Generation:** Contribute to the department's revenue by securing product sponsorships and selling expo booth spaces.

**Roles & Responsibilities:**

- **Sponsorship Acquisition:**
  - Identify potential sponsors aligned with the company's brand and event objectives.
  - Negotiate sponsorship agreements, ensuring mutual benefits for both the sponsor and the company.
- **Expo Booth Sales:**
  - Promote and sell expo booth spaces to potential exhibitors.
  - Maintain an updated database of prospects and track sales activities.
- **Client Relationship Management:**
  - Build and maintain strong relationships with sponsors and exhibitors to encourage repeat business.
  - Provide exceptional customer service, addressing client inquiries and resolving issues promptly.
- **Administrative Support:**
  - Assist in the preparation of sales reports and forecasts.
  - Maintain accurate records of sales activities and client interactions.

**Requirements:**

- **Education:** Bachelor's degree in Marketing, Business Administration, or a related field.
- **Experience:** Minimum of 2 years in sales, sponsorship acquisition, or a related role.
- **Skills:**
  - Strong communication and interpersonal abilities.
  - Proven negotiation and closing skills.
  - Ability to develop and deliver compelling proposals and presentations.
  - Excellent organizational and time management skills.
  - Proficiency in Microsoft Office Suite and CRM software.
- **Knowledge:** Understanding of sponsorship sales strategies and expo booth sales processes.
- **Technological Proficiency:** Experience with AI tools and a demonstrated ability to adapt to new technologies quickly.
- **Agility:** Capacity to think and work swiftly in a dynamic environment.

**Performance Metrics (Scorecard):**

- **Sponsorship Revenue:** Amount of revenue generated from secured product sponsorships.
- **Expo Booth Sales:** Number of expo booth spaces sold and corresponding revenue.