



Job Title: Sponsorship & Advertising Sales Executive

An opportunity to join the Commercial department at Southend United at an exciting time.

The Sponsorship & Advertising Sales Executive will report to the Head of Commercial, and the role will be to sell advertising inventory and manage the accounts of existing clients.

The Club are seeking a dynamic and self-motivated individual to help further grow the Club's reach and commercial income.

Main duties & responsibilities

- To sell Southend United's advertising and sponsorship inventory to new and existing customers
- Identify new markets and business opportunities
- Identify new sales leads and prospects, introducing new revenue streams to the club
- Logging of all outbound calls to provide opportunities to engage with the business community of Southend and the wider area
- Negotiating the terms of an agreement and closing sales
- Reviewing your own performance, aiming to meet or exceed targets
- Daily sales reporting to Head of Commercial
- Account manage existing clients
- Attend regular networking events within the local area
- Identify suitable companies and senior decision makers to target
- Management of the Club's Commercial database & LinkedIn account
- Good understanding of local/regional businesses
- Generate a personal network of contacts
- Updating sales pipeline
- Arranging meetings both on-site and off-site
- Listening to customer requirements
- Good presentation skills
- Work closely with the Commercial department and the club as a whole

Skills and Experience required

- Previous experience of working in genuine outbound sales generating new business from new or lapsed clients
- Good knowledge of football
- Account management experience
- Excellent written and verbal communication skills
- Able to work within a team
- Competent on word, outlook, excel etc.
- Managing customer relationships

- Planning and implementation
- Excellent attention to detail
- Desire to succeed
- Ability to multitask in a fast-paced environment
- Self-motivated
- Professional telephone manner

Standard working hours

Monday – Friday: 9am – 5.30pm

Home Southend United matchdays

Interested applicants are requested to send their up-to-date CV, covering letter outlining current remuneration package and notice period to rhys.ellingham@southend-united.co.uk