

JOB DESCRIPTION

Job/Role Title:	Sponsorship Executive, Team Sky
Reporting to:	Sponsorship Manager
Salary	£25k+ (dependent on experience) – One year fixed term contract. Renewed based on performance
Location:	Manchester

Background

Sky Pro Cycling launched at the start of 2010.

The stated objectives for Team Sky were to:

- Inspire the public to ride, through the team's positive profile and success.
- Add further support to competitive cycling in Great Britain.
- Create the first winner of the Tour de France.

Team Sky is owned by BSkyB, News Corporation, Sky Italia and Sky Deutschland GmbH. All stakeholders are represented on the operating board.

Currently there are an additional five Official Partners (adidas, IG Markets, Pinarello, Gatorade and Jaguar) and 12 Official Suppliers.

Key Objectives

- Understand key strategic objectives for all suppliers over the term of their contracts, and for the immediate rolling 12 month window

- Manage day-to-day supplier relationships to ensure all contractual obligations are met and seamlessly executed
- Ensure all supplier marketing, advertising and promotional activities related to Team Sky follow brand guidelines
- General support of the marketing and sponsorship function
- Support the Sponsorship Manager in identifying areas of synergy that can be exploited between partners/suppliers and help both develop and facilitate sponsorship activation
- Contribute to building a positive reputation for Team Sky as a commercially innovative and proactive sports team that brands want to associate themselves and their products with
- Build strong relationships with team management, support staff and talent
- Provide regular communications and updates on activity

Role

The Sponsorship Executive will maintain and grow excellent day-to-day working relationships with Team Sky's suppliers and support the Sponsorship Manager on team marketing initiatives. This is key in building Team Sky a reputation within the sponsorship industry as a forward-thinking and forward-looking team who proactively look after their commercial partners.

The Sponsorship Executive will be expected to understand supplier requirements and contracted rights and manage their delivery around an arduous performance calendar that cannot be compromised. Retaining the trust and confidence of the Sponsorship Manager, team management, coaches, riders and staff is essential to this role. The post holder will need to be proactive and help identify opportunities to create added value for both commercial partners and the team.

General support of the marketing and sponsorship function will also

be required through the undertaking of ad hoc work/projects.

Attention to detail and experience delivering international sponsorships is essential. Experience working with athletes, or talent and talent rights is also important, as is having performed a relationship/account management role.

The Sponsorship Executive will facilitate the delivery of rights so partners can maximise the value of the relationship. Travel to London and some international travel may form part of the role.

Relationships & Interfaces

Day-to-day reporting:

- Sponsorship Manager

Strategic reporting and guidance to:

- Team Sky Management
- Key supplier contacts and decision makers
- Team staff and riders
- British Cycling Federation, International Cycling Federation, and key event organisers

Personal Attributes and Experience

Essential:

- Understanding of sports rights and athlete rights management
- 4+ years' experience helping to deliver sports sponsorship programmes
- Experience delivering across a lot of stakeholders
- Organised, strong attention to detail and a good communicator
- Comfortable with working irregular hours when required
- Excellent written & spoken English
- Experience/interest in cycling

Advantageous:

- *Additional European languages useful, particularly Italian*
- *Full driving licence*

Please email your CV to minns@teamsky.com

Applications close on January 29th 2012.