

Employee Position Description

Thursday, March 09, 2023

Position Title	Portfolio Sponsorship Manager
Team Unit	Consumer Goods Portfolio
Location	Messe Frankfurt Middle East GmbH – Dubai Branch, United Arab Emirates
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>	
Purpose	
<p><i>The role of Portfolio Sponsorship Manager for Messe Frankfurt Middle East is to:</i></p> <p>Identify, cultivate and win sponsorship and partnership opportunities for the portfolio's events through research, lead generation, proposal preparation and sales presentations in order to reach sponsorship related revenue targets.</p>	
Key Organizational Relationships	
Line Manager	Senior Event Producer
Peers	Event Producer
Stakeholders	Internal: Sales, Marketing, Creative, Operations, Finance, CRM, HR, IT, Business Development
	External: Customers, exhibitors, industry partners, trade associations, government agencies, media, public relations agencies, suppliers
Direct Reports	NA
Key Accountabilities	
Primary Accountability	Responsible for managing the overall sponsorship program, soliciting all sponsorship deals, and maximizing sponsorship revenue.
Sales Strategy and Planning	<ul style="list-style-type: none"> Develop, deliver and evaluate a sales plan and product inventory for each event within the portfolio that optimizes retention of existing clients as well as attracting new business. Develop and coordinate effective sales collaterals and presentations in cooperation with the marketing and creative teams (<i>brochures, tool kits, rate cards, proposal documents, press releases, web pages and general promotion</i>) Coordinate with the Show Director and Marketing on sales promotion and all related costs Monitor and report on sales progress to the Portfolio Director/Show Director on a weekly, monthly and quarterly basis. Develop and maintain prospects lists; undertake research and analysis on potential new products; develop an innovative approach on e-selling, phone selling, personal visits of clients in consultation with the Show Director and Senior Event Producer Attend key client meetings with the relevant Sales or Project Manager to assess and propose solution based and value add opportunities for their clients, above and beyond the traditional exhibition space bookings Manage proper administration of customer bookings and submit regular reports to the Show Director and Senior Event Producer including risk assessment

Research & Development	<ul style="list-style-type: none"> Gain market intelligence through developing a close working relationship with major clients, industry partners and use of related media Identify future growth opportunities through analysis of data and market intelligence to Show Director and Senior Event Producer Keep abreast of the industry and the competitive environment to collaborate with the team in developing relevant sponsor related content and sales strategy. Initiate and plan visits to both international and local competitor and industry events to meet with potential and existing customers, identify market trends and gain ideas for new sponsorship related content and activations, ensuring practical travel costs within budget.
Networking and Relationship Management	<ul style="list-style-type: none"> Develop strong relationships with key clients and global sales partner network Build business relationships and work with industry groups, publications and associations etc to gain their support of the event Establish and maintain business cooperation with trade associations, publications, key accounts, government agencies and other relevant industry groups as well as ongoing support. Work alongside the global sales partner network through continuous communication and keeping sales partner portal up to date with accurate and relevant information to support, motivate and achieve common goal.
Customer Service and Management of Sponsorship Deliverables	<ul style="list-style-type: none"> Management of sponsorship inventory and allocation Create and manage critical path to ensure sponsor and production deadlines are met Ensure client fulfillment such as artwork and content are submitted by clients on time and correctly Ensure synchronized organization with Operations, Event Producers and Marketing on delivery of all products or services as well as negotiations for all associated costs in consultation with the Show Director, ensuring practical cost management and good quality service. Provide on-going customer service throughout the event cycle, in particular for key accounts Meet and Greet sponsors at the event, undertaking all on-site responsibilities to ensure customer satisfaction from event build-up through to tear-down. Demonstrate event results and ROI for customers to meet targeted retention and re-booking rate
Other	<ul style="list-style-type: none"> All other responsibilities and ad-hoc tasks as assigned by the Senior Producer and Portfolio Director.

Person Specification

The following list based on what is required to perform the role at a fully competent level (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).

Education	Essential: Bachelor's degree in Business, Marketing, Advertising, Event Management, or a related field of study.
Experience	<ul style="list-style-type: none"> 5 years sponsorship, sales, advertising, or event experience Extensive knowledge of the market and comprehension of associated industry Strong skills/experience in writing and presenting sales proposals Demonstrable experience in a highly pressurized environment requiring tact,

	<ul style="list-style-type: none"> judgment and discretion in handling internal and external stakeholders • Experience of successfully working with senior management <p>Preferred:</p> <ul style="list-style-type: none"> • Exhibitions industry experience • Beauty or Consumer Goods industry experience • Middle East experience
Personal Attributes	<ul style="list-style-type: none"> • High ethical standards demonstrating integrity, objectivity, honesty, due care and hospitality • Possesses cultural awareness and sensitivity • Organised and efficient, highly effective at managing multiple projects at one time with excellent attention to detail • Acts confidently and assuredly; communicates competently with different groups of persons, reacts in a relaxed way to critical requesting; persuasive, responsive and always pro-active • Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; and shows flexibility as a team player • Is resilient in difficult situations; is able to cope with setbacks; reacts in a flexible way to unexpected events; can handle pressure and work to tight deadlines. • Creative and strategic thinker • Strives for continual innovation and process improvement • Possesses keen knowledge of the latest trends in the online, social media and digital spaces
Computer Skills	<ul style="list-style-type: none"> • SalesLogix • Microsoft Office Applications (Word, Excel and PowerPoint)
Core Skills	<ul style="list-style-type: none"> • Critical thinking and financial literacy • Excellent communications skills in both written & spoken English (<i>Arabic desirable but not essential</i>) • Closing, prospecting and presentation skills • Strong client and key account management skills • Pipeline Management • Territory & Segment Development • Research and analysis • Analytical & creative problem solving • Data Management and Process compliance
<p>General Performance Requirements</p> <p>These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.</p>	
Professional Knowledge	<ul style="list-style-type: none"> • Has well-founded and acknowledged specialized and methodological knowledge • Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> • Deals objectively with upcoming changes and accepts them • Applies new procedures and processes to own field of activity • Is interested in other cultures; is informed about other cultures and their particularities

Problem Solving	<ul style="list-style-type: none"> • Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions • Structures complex problems; plans systematically necessary working steps for themselves and others • Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a fast pace • Assertive and has the ability to take charge of situations • Follows policies, accepts external controls and supervision and works within the rules • Positive attitude regarding people and outcomes • Uses available information to make quick decisions • Friendly, cooperative and agreeable • Independent and self-reliant • Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> • Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position; has basic presentation skills • Approaches other people actively; is able to integrate in existing teams; accepts different opinions • Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise • People-oriented and participates with colleagues; sociable
Leadership	<ul style="list-style-type: none"> • Knows the requirements, rules and principles for field of activity; observes them on the whole • Sets clear and realistic targets for themselves and others; respects priorities and higher-level general framework, passes on necessary information for objectives • Is interested in personal and technical development of employees/colleagues; identifies and formulates development needs; gives positive and negative feedback to employees • Challenges others to develop as leaders while serving as a role model and mentor. • Inspires coworkers to attain goals and pursue excellence. • Identifies opportunities for improvement and makes constructive suggestions for change. • Manages the process of innovative change effectively. • Remains on the forefront of emerging industry practices.