



## Account Executive

### About Leaders

**Leaders (Executive Sport Ltd)** is an event and content business servicing a global network of senior executives involved in sports business and sports performance worldwide. The company produces industry insights through the quarterly journal, digital platforms and invitation-only events in London, Beijing and New York.

The Leaders Business platform services a community of business professionals globally across a diverse range of sports throughout the year with insight and connections across the industry. The purpose of this community is to drive the field of sports business forward by shared insight, innovation and learnings.

### The Role

The role of Account Executive has been created to ensure that the existing sponsors and partners are engaging with the benefits and maximising the value on offer including attending events, producing content and connecting with others within the network. The Account Executive will be the first point of contact for all sponsors and act as the Leaders ambassador and facilitator of all contractual needs.

This role will require energy and a can do attitude. It will help the team to produce the best value for sponsorship clients in the most enjoyable, appropriate and efficient way possible, including considerations around time and budget. This role will be mainly support based but will require the ability to pick up ad hoc tasks or whole projects including delivery, as and when needed. There may also be a need to have a feed into creative development at times.

The individual should be communicative and easy to approach - giving team members and clients alike a sense of trust and confidence throughout the year.

### **Business Sponsorship Key Account Management (60%)**

- ✦ Work with the SPEX team and senior management to devise a list of key accounts in business who require regular communication.
- ✦ Work with the SPEX team to ensure all Sponsors and Exhibitors are adhering to deadlines for events or content
- ✦ Monitor all accounts contracts and ensure delivery for all listed assets.
- ✦ Plan and minute all account management calls.
- ✦ Build relationships with key accounts by ensuring regular (minimum monthly) communication outside of expected communication.
- ✦ Proactively working with sales team to seek upselling opportunities within key accounts by understanding the business needs throughout the year and probing insight on the assets/ benefits they value the most.
- ✦ Ensure the appropriate sponsorship salesperson is aware of current status of account (e.g. feedback positive/ negative feedback and any challenges/ opportunities on the account) by providing a regular update.
- ✦ Act as the ambassador for the business and promote the benefits of sponsorship to those within from the point of inception.



- ✦ Work with marketing team to plan and execute an ongoing communications plan with existing sponsor community to ensure
- ✦ Plan and deliver a seamless welcome experience for all sponsors.
- ✦ Measure and report back on level of engagement from the sponsors based on response to communications and level of engagement throughout the year. Report back on actively engaged accounts vs. dormant accounts.
- ✦ Internal communication - regular communication with teams internally on activity of accounts and likelihood of renewal.
- ✦ Seek referrals from existing partners for new accounts for sales to focus on.
- ✦ Monitor and report back to management on positive/ negative insight in a timely and organised manner.
- ✦ Responsible for onsite experience of sponsors and exhibitors at all events
- ✦ Act as the 'voice of the sponsor' in all internal discussions by considering most valuable benefits to them on all new product development.

## Operations/ Project Management and Invitations (40%)

- ✦ Work with the business team internally to devise a programme of roundtable and masterclasses which accommodate the needs of the sponsors and attendees throughout the year.
- ✦ List creation and analysis of audience for invite strategy for each event and agree with sponsor and sales team.
- ✦ Copywriting and creative ideas on how best to execute the business introductions.
- ✦ Responsible for delivering against attendance KPIs set for each event including the global London, NYC, Abu Dhabi and China Summits.
- ✦ Coordinating and running the guest list for all Leaders specialist events including Roundtables (UK & USA), and Masterclasses. Often working on several events at one time.
- ✦ Plan, run and track actions for sponsors in the project team meetings weekly.
- ✦ Dealing with all guest list enquiries on event days.
- ✦ Using knowledge of the sport business industry to create seating plans and at Leaders Business events.
- ✦ Assisting the Operations Team where needed at events.

## Ideal Candidate

- ✦ Interest in the global sport business industry and a genuine interest in keeping up to date with industry developments and changes.
- ✦ Confident telephone manner.
- ✦ Ability to work with a number of teams within the business at any one time.
- ✦ Ideally the candidate has 1-2 years' experience in sport and/or account management
- ✦ Self-starter mind-set.
- ✦ A high level of proficiency in all Microsoft Office tools
- ✦ Self-motivated, hard-working, trustworthy and committed to the task at hand.
- ✦ Highly organised and able to prioritise tasks.
- ✦ Creative writing skills.
- ✦ Proactive and enthusiastic.



- ✦ Very strong attention to detail.
- ✦ Able to work quickly but accurately in order to hit tight deadlines.
- ✦ Target driven.
- ✦ A people person who enjoys working within a team but also able to work independently.

