



Leaders Internship

Leaders (Executive Sport Ltd) connects the global elite sports industry across both sport business and sport performance. Our aim is to drive excellence in the sports industry. With two clear functional areas, Leaders connect people and ideas by running premium, invitation- only global summits and private networking forums for business executives and performance practitioners across the world of sport. Leaders also publish content through a multimedia platform that publishes all year round to 110,000 sports industry leaders.

The role:

Leaders are looking for a motivated sports enthusiast to assist in the management of our CRM system and provide support to all areas of the business. This is a great opportunity to get commercial, marketing, content, operations and CRM experience in a company that is at the heart of the sports industry.

Areas of Responsibility

✦ Database Management

- Research the sports market for key contacts in line with the Leaders audience
- Manage and clean Leaders database ensuring details are correct and up to date
- Analyse post event audience and sales breakdown process
- Basic / Advanced Excel Training

✦ Content

- Assist with speaker liaison/session planning for Leaders Meet Innovation 2019
- Join content meetings and contribute ideas/suggestions
- Work with editorial team to upload content and promote via social
- Opportunity to produce online content for Leaders Performance Institute

✦ Customer Relationship Management

- Call chasing high level clients to invite them to the Leaders events
- Creating agendas alongside content team for different forums during the Leaders Sport Business Summit at Stamford Bridge
- Invitation campaigns – in charge of smaller invite campaigns such as VIP Drinks (100 people)
- Communications – sending out VIP communications in September e.g. two weeks to go, personalised agenda, etc.

✦ Marketing

- Build and send Leaders newsletters to over 110,000 sporting executives in the database
- Assist in updating the Leaders website
- Assist in creation of Leaders marketing assets (i.e. press releases, sales collateral, speaker bio's etc.)
- Ad hoc research and analysis
- Contribute to the social media strategy across Linked In, Twitter & Facebook

✦ Operations

- Local and International venue research
- Budget tracking for costs incurred towards specific events
- Management of guest lists for focused seminars as part of the events
- Entertainment management for events and awards

✦ Sales

- Forecasting weekly figures
- Liaise with the team to identify leads and opportunities
- Monitor accounts & review progress of enquiries, pipeline & reports
- Expand & develop new revenue areas by region, industry by researching relevant companies/ clubs



Benefits

- ✦ Invaluable work experience within the sports industry
- ✦ Credible reference from a high-profile employer within the global sports industry
- ✦ Gain good understanding of key stakeholders and individuals in the industry
- ✦ Significantly improve knowledge of the sports industry from a business perspective
- ✦ The opportunity to try your hand in other roles in the business where opportunity arises e.g. events
- ✦ Experience at one of the biggest global sporting events companies
- ✦ Ideal first opportunity from someone interested in a career in sport

Term

- ✦ The duration of the internship is flexible, ranging from 42 weeks- 1 year.
- ✦ Start date: June 2019

Ideal Candidate

- ✦ Self-motivated, hard-working, trustworthy and committed to the task at hand
- ✦ Dynamic, ambitious, organised, disciplined, and persuasive individual
- ✦ Interest in the global business of sport
- ✦ Someone looking for their first opportunity for a career in sport
- ✦ Some interest in data and analysis
- ✦ Great attention to detail
- ✦ Good knowledge of Excel, Word and PowerPoint
- ✦ Experience with CRM software would be useful but not essential

If you are interested, please send a **tailored covering email with your CV** at Careers@leadersinsport.com.

Only successful applicants will be contacted within a week of application.