



Leaders Work Experience

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.

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

✦ 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.)
- Scheduling all posts and updates onto social media platforms (Twitter, LinkedIn and Instagram) ensuring content is regular, relevant and engaging
- App support (updating content, attendees, partners etc.)
- Ad hoc research and analysis

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
- ✦ Basic / Advanced Excel Training course

Term

- ✦ The duration of the internship is flexible, ranging from 4 months – 6 months
- ✦ Start date: November 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.