



Leaders Intern

LEADERS, a subsidiary of Leaders Group LLC, is the premium event and content platform for leaders in world sport. Our purpose is to catalyse conversations which drive the industry forward by connecting the best people, sharing the best ideas and championing excellence all over the world. With physical and digital events taking place across 3 continents, as well as a series of workshops and networking opportunities, Leaders are the trusted source of insight, learning and inspiration for decision makers, on and off the field, in sport.

The role:

Leaders is looking for a motivated, analytically minded, intern to join our team for a six-month fixed period. Reporting directly into the Marketing Manager and the Senior Partnerships Manager, the Leaders Intern will work with the Marketing, Events and Account Management teams to get exposure across the business. This is a great opportunity to get commercial, marketing, account management, operations and CRM experience in a company that is at the heart of the sports industry

Key Event Accountabilities:

- ✦ Support the Events team in creating superior attendee experiences that align to audience needs, have acute attention to detail and take inspiration from outside of sport to maximise attendance
- ✦ Ensure event websites are continually updated to reflect the latest campaign developments
- ✦ Support population of the event app and event portals with content, partners and speakers
- ✦ Support in the creation of onsite collateral including branding, venue and stage slides

Key Marketing Accountabilities:

- ✦ Support in the creation and sending of Leaders editorial emails through Pardot
- ✦ Assist in delivering in person and virtual events in the Leaders events calendar. Responsibilities will include marketing and operational roles
- ✦ Develop and maintain all relevant marketing and sales collateral to support marketing campaigns and defined commercial needs
- ✦ Build and maintain areas of the Leaders website and online event portals using Wordpress
- ✦ Use Google Analytics and reporting dashboards to measure the effectiveness of marketing activity

Key Account Management Accountabilities:

- ✦ Assist on the delivery of partner products including Special Reports and 'How To' Guides, including pulling data from marketing systems and sending invitations to follow-up seminars
- ✦ Support in partner management and CRM needs. This includes updating account management trackers, conducting research on current clients, and gathering/inputting data for reporting documents and presentations
- ✦ Join the team in delivering contracted partner rights around main Leaders events – collating partner registrations and sponsorship assets, invitation campaigns for private seminars, and collecting exhibition stand artwork



Ideal Candidate

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

