



Commercial Sales Manager – 9024 Media

The Company

9024 Media is a disruptive digital media company who understands the power of social. Representing some of Europe's footballing elite, our business objectives are simple:

- Grow and engage the players' social audience via authentic story telling 24/7/365.
- Connect brands to this highly engaged, hard to reach truly global audience via creative content solutions powered by data and insight.

Commercial Team

The Commercial Team at 90/24 has dual objectives of both revenue generation (through fees obtained from partnerships/campaigns) and Activation Management to optimize the return from each agreement, with the focus on retention/renewed business.

With a commercial team split across both London and Amsterdam and working with some of the world's largest brands, 90/24 provides a unique offering that enables brands to launch Uber influencer campaigns, targeted access to audience and creators of unique content - showcasing the 24 hours a day that surrounds the 90 mins on pitch.

The Role:

Reporting to the Head of Global Sales (HGS), responsible for generating revenues through the acquisition of commercial partners on both a regional and global basis, selecting and securing the best fit aligned to 9024 Clients and aggregated social audience

Objectives:

- Commercial revenue growth
- Develop best-in-class commercial partnerships, positively promoting and exposing 9024 Media clients on an international stage

Responsibilities:

The successful candidate will support the HGS with the end to end sale process to drive commercial revenue into the business delivering against company KPI's. Core responsibilities of the role will include, but not be limited to:

- Pro-actively source and engage potential partners on behalf of 9024 clients and products across a range of categories and geographies; select and qualify prospects, securing in-person meetings, leveraging existing network and building relationships
- Build sales strategies for prospects including identifying key decision makers and developing bespoke marketing messages which will best represent clients in market
- Develop understanding of potential partners' business strategies and the dynamics of their sectors in order to structure and present partnerships that deliver clear brand and business ROI

- Work with support teams, including Data and Creative, to ensure best-in-class bespoke presentations and approach methods are used for each prospect
- Ensure that contact databases of target companies are maintained and used for intelligent CRM
- Attention to detail in the management of a scientific sales process and pipe-line, to help achieve client objectives and revenue targets
- Identify, evaluate and recommend new platforms and innovations for clients, partners and general income generation
- Act as an ambassador for 9024 by attending industry events and partner meetings, publicly representing the values of the brand

Experience required

- You will currently be successfully performing in a sales role or demonstrate an excellent track record of success in your current field of work with the ability to adapt to sponsorship & social media sales quickly
- Proven and consistent track record of securing significant sponsorship or relevant B2B solution revenues within timescales
- Negotiated high-value, complex, commercial contracts
- Excellent network with brands; this person will be able to call upon an extensive list of international contacts
- Significant experience working in a commercial and client facing role
- Track record of developing creative solutions and strong new business proposals
- Experience of calling, pitching to and building relationships with C-suite execs and board members across a variety of sectors and regions
- Well-grounded in leading direct sales negotiation processes
- Experience working across different countries, cultures and time zones

Knowledge, skills and abilities

- Domestic and international trends in global sports and media businesses
- Key stakeholders in major corporations of current and potential companies looking to partner with sports talent
- The process of attracting key clients at the most senior level and work within a team to prospect and close complex, high value deals
- Broadcast, digital and social media platforms

Ability to

- Foster and cultivate business opportunities and new sponsors from a standing start, as well as leveraging existing relationships
- Influence key stakeholders to invest in the future of 9024 Media clients and able to move negotiations forward
- Add value to other projects within 9024 Media whilst maintaining the highest standards of output and delivery for specific client/s.
- Build strong trust-based relationships across all management levels and international cultures
- Detect potential business opportunities by staying in touch with market dynamics and opportunities across the business of world sport, leisure and entertainment

Person Specification

- An individual with entrepreneurial spirit who relishes the chance to work within a leading agency to disrupt the social representation of elite athletes
- An individual who embraces the 9024 Media principles and values and who delivers outcomes using a collaborative and inclusive style
- Ambitious and hungry for opportunity
- High level of connectivity within the brand, sport and sponsorship community
- Customer focused mind-set. Proven experience maintaining a high level of customer satisfaction with both internal and external stakeholders
- Excellent communication skills (written and verbal) and able to perform well under pressure
- Quick learner, maintaining an open mind set to different ways of working
- Good attention to detail, whilst maintaining a broad strategic view
- Independent and innovative, a “doer” rather than a manager
- Excellent team player
- Ethical and hard-working with a strong personal commitment to deliver at pace
- Experience of the sport and football sector may be advantageous but not essential
- Flexibility; prepared to travel
- Languages would be beneficial

I WANT TO APPLY FOR THE JOB