

SUBJECT TO CONTRACT

JOB DESCRIPTION

Job Title: **SENIOR ACCOUNT MANAGER / ACCOUNT DIRECTOR – MARKETING, PR & SPONSORSHIP**
Department: Consulting
Location: London or Abu Dhabi
Reference: J1803

SCOPE

Professional Sports Group is a leading sports marketing company with offices in the UK and the UAE. We know sport. We know how it inspires passion, influences change, engages nations and wins business.

We have an exciting opportunity for an ambitious Marketing PR & Sponsorship Senior Account Manager / Account Director. This role is for an experienced marketer with good brand, marketing, communications and digital expertise. Experience in the sports, sponsorship or golf industry would be an asset, as would a single figure golf handicap. Strong agency or FMCG experience is a must. The chosen candidate will lead certain accounts.

Our existing team is made up of dynamic and resourceful individuals who work across a broad range of disciplines and departments, including Brand Consulting, Social Media/Content, Communications, Sponsorship, and Events. All our staff are can-do people that go the extra mile for our clients to deliver on objectives. Our talent defines our business and we are committed to developing each employee to be the best they can be.

For more information see www.profsports.com

JOB PURPOSE

- Advise and manage accounts on their sales, communications and marketing strategies
- Devise and deliver international media strategies (industry, lifestyle, national press) across TV, Print, Online and Social Media platforms for a broad range of sports/sponsorship industry clients
- Build effective communications strategies across a range of clients, particularly in digital and social media
- Develop and build on the strong relationships with existing clients
- Oversee the creation, management and delivery of client product launches, press days and sponsorship activation opportunities
- Develop and enhance established relationships with key figures in the sports and lifestyle media
- Work with the rest of the company to see how golf's assets and demographics can benefit other clients in sports, tourism, leisure and government sectors
- Report to the Head of Consulting
- Work with the management team to win new business in the Marketing, PR and sponsorship sectors

EXPERIENCE

- It is essential that the candidate has at least 4 years' experience in
 - building and executing effective PR campaigns
 - working as part of a team in the strategic development of accounts
 - working with blue chip brands in the B2B or B2C sectors
 - Involvement in agency pitches
 - playing an integral role in combining creativity with knowledge of the media to recognise media angles and generate positive news coverage, profile pieces and features across a broad media spectrum
- The candidate should also be able to demonstrate the following:
 - Be experienced in both strategic and social media / digital
 - A comprehensive understanding of the media industry, from traditional outlets through to digital platforms
 - A good understanding of the events and sponsorship industries
- Although a previous career in the sports industry is not essential, the candidate must have an active interest in sport - and a passion for golf would be particularly beneficial

SKILLS

- A comprehensive understanding of the media industry, from traditional outlets through to digital platforms and database activation
- Experience of building and executing effective brand marketing and PR campaigns
- The ability to build relationships internally and externally at all levels
- Excellent verbal communication skills
- Strong written skills, with experience in creating engaging press communication materials
- Strong digital knowledge and skills
- Strong attention to detail
- Strong organisation and time management skills
- The ability to service multiple clients and stakeholders
- Ability to demonstrate good knowledge of the golf industry
- Strong organisation and time management skills, including the ability to service multiple clients and stakeholders

Start date: ASAP

Salary: Competitive

Applications: Please send your CV and a covering letter to Carol Rothwell carol@profsports.com