

SUBJECT TO CONTRACT

JOB DESCRIPTION

Job Title: **ACCOUNT MANAGER – PR & SPONSORSHIP**
Department: Consulting
Location: **Battersea**
Reference: J041

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 PR & Sponsorship Account Manager to work on our major rights holder, sponsorship and brand accounts.

Our existing team is made up of dynamic and resourceful individuals who work across a broad range of disciplines and departments, including Athlete Representation, Brand Consulting, PR, Communications, Sponsorship, Golf, Tourism 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.

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JOB PURPOSE

- Work with the Head of Consulting to build effective communications strategies across key rights holder, sponsorship and events accounts – particular focus on The Varsity Match.
- Deliver TV, Press and Digital coverage across a broad spectrum of sports and lifestyle media
- Take responsibility for the management and delivery of sponsor press days and activation opportunities
- Ensure that sponsors' rights are delivered across rights holder and PSG owned events
- Develop agency relationships with key figures in the sports and lifestyle media
- Provide regular communication and progress reports to clients
- Work with the management team to win new business in the PR and sponsorship sectors

EXPERIENCE

- It is essential that the candidate has at least 2 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 well versed in social media and understand how digital communication is rapidly transforming the communications landscape
- 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

SKILLS

- 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

Start date: ASAP

Salary: Competitive

Applications: Please send your CV and a covering letter to maria@profsports.com