

Job Description:

Right Formula is a leading sports and entertainment marketing agency focussed on driving business performance for its clients' sponsorship and marketing activities.

To help drive continued growth of Right Formula, we are seeking a tenacious, ambitious and organised Business Manager – Esports to join our commercial team. The successful candidate will support the commercial function by becoming the key day-to-day sales manager for a defined rights-holder client operating within Esports, driving forward their sponsorship sales programme and securing revenue-generating partnerships.

The Business Manager – Esports will play a key role within our commercial (new business) team. The role entails proactively engaging brands in the marketplace to ensure the successful acquisition of new partnerships for our retained clients. You will define approaches to key target sectors/clients to meet financial targets as set by the business. The ideal candidate will be energetic, reliable and methodical. The candidate will be required to research and prospect new business leads and will be expected to provide consistent reporting. The ideal person will be commercially driven, entrepreneurial and accountable with the aptitude to adapt and evolve, constantly learning and applying new acquisition methodologies demonstrating versatility and determination.

Objectives:

- Manage the execution of the client sales strategy as agreed with the Business Director – Esports and CCO
- Proactively identify new market opportunities and revenue streams
- Conduct industry/client research and gather market intelligence to generate opportunities to pitch and win new business
- Play a key role in the development of all commercial materials
- Identify and present compelling proposals on behalf of our client that will attract blue-chip brands into the Esports domain
- Ensure accurate reporting via the company's CRM system, with the sales pipeline and all opportunities up-to-date at all times

Key Responsibilities:

- Day-to-day management of the commercial CRM system, ensuring complete transparency of all sales activity
- Perform the lead role in liaison with the assigned client to ensure best-in-class account management and communication
- Deliver innovative and effective sales strategies that will ensure we achieve and exceed new business sales targets
- Develop and pitch fresh and innovative ideas to potential partners
- Generate accurate reports and status notifications, including feedback and financial reporting to the Business Director – Esports/CCO
- Produce coherent and engaging brand proposals that are delivered to Right Formula's high standards
- Maintain an active view on industry developments, new technology and business affairs - sharing innovative concepts to the department and wider company as appropriate

Skills & Experience required:

- A minimum of 2-5 years commercial experience, ideally in a partnership sales capacity
- Experience of working in and/or good knowledge of the Esports landscape
- Proven sales track record in a similar partnership sales role
- A demonstrated understanding of the role sponsorship plays within the marketing mix
- Holds existing relationships within the industry that can be leveraged to good effect as part of the sales process
- A persuasive and confident approach to developing and delivering sports, entertainment and media propositions and presentations
- Ability to generate your own qualified leads by identifying and contacting business decision makers through industry research, networking and referrals
- Strong project management skills
- Adept at utilising CRM platforms – ideally Hubspot
- Ability to build relationships and trust
- Ambitious and outgoing personality
- Excel at managing multiple tasks in parallel and perform in a high-energy, fast-paced environment
- Competence in using social tools for research purposes
- Be goal orientated and target driven
- Strong attention to detail and excellent written and oral communication skills
- Enthusiasm, energy and an innovative approach to the role
- The willingness to learn new skills and develop new ideas
- Ability to work independently while delivering high quality work to deadlines
- Creative and passionate about sponsorship, brand experience, technology and digital
- Willingness to work flexible work hours, including weekends where required
- Excellent Microsoft office skills

To apply, please send your CV and covering letter to info@rightformula.com