



SPONSORSHIP DIRECTOR

MELBOURNE, SYDNEY OR BRISBANE

The Urban List Sponsorship Director is responsible for:

- developing strong, informed relationships with brand partners;
- translating their business challenges into valued solutions that secure consistent, significant new revenue for The Urban List;
- playing a leading role in developing income streams from event sponsorships, syndication and licensing, market expansion and other proactive partnerships and identifying new opportunities to diversify our revenue streams.

KEY ACCOUNTABILITIES

SPONSORSHIP & SYNDICATION SALES

- Collaborating with the Studio and Marketing teams to establish a streamlined framework and process for securing sponsorship and syndication opportunities
- Building a strong understanding of the market, creating a competitive sponsorship sales strategy and positioning, and a competitive syndication strategy and position
- Developing trusted relationships with relevant brand partners, including a deep understanding of their core challenges and the opportunities these represent
- Preparing strategic, creative, profitable sponsorship and syndication proposals that win business and position The Urban List as a trusted, valued partner
- Managing seamless post-sales handover, ensuring that fulfilment teams feel well supported in bringing the partnership to life
- Foster the client relationship throughout the entire sales cycle, proactively identifying new opportunities for revenue growth

PARTNERSHIPS THAT FACILITATE EXPANSION INTO NEW MARKETS

- Identify key brand partnerships that can facilitate The Urban List's expansion into new geographic markets – both domestically and overseas – and content verticals (e.g. Career, Money, Travel)
- Collaborate with the Studio, Content and Marketing teams to develop strategic, creative, profitable partnership proposals that win business, and position The Urban List as a trusted, valued partner
- Managing seamless post-sales handover, ensuring that fulfilment teams feel well supported in bringing the sponsorship to life
- Foster the client relationship throughout the entire sales cycle, proactively identifying new opportunities for revenue growth

TRAINING AND DEVELOPMENT

- Supporting the broader education of The Urban List team members about sponsorship and syndication sales, helping to build an understanding of how to develop and execute partnerships that create mutual value



QUALIFICATIONS + LEARNING

- 5+ years' experience in delivering successful sponsorship and syndication partnerships
- Strong understanding of the digital media landscape, with success working across both digital and experiential properties
- Proven track record of consistently delivering on sales targets – building market share with existing clients and securing new business
- Strong, current set of relevant brand and agency contacts
- Collaborative, team player with the ability to engage with stakeholders at all levels of the organisation
- Demonstrated creativity and innovation in developing valued partnerships
- Solution focused and service orientated
- Ability to manage high workloads, tight deadlines and competing priorities with a smile
- High accountability and drive, and enjoys tackling new challenges

TERMS OF EMPLOYMENT

Full time employment with a 6-month probation period

APPLICATION PROCESS

Please send a cover letter and copy of your CV through to Prue Bauer
(pbauer@theurbanlist.com)