



## Job Description

**Job title:** Partnerships Executive

**Reports to:** Partnerships Director and Partnerships Manager

**Contract:** Permanent

**Salary:** £20,000 - £25,000 + OTE (dependent on experience)

**Location:** London (Shoreditch)

**Benefits:** 27 days holiday rising, Private Medical Insurance, Pension, Cycle to work scheme, Standard Travel Loan, Membership of D&AD, member of private members club

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### Purpose of job:

To actively generate new business opportunities for D&AD: with brands, industry supplies and agencies. Particular focus will be placed on securing in-kind partnerships with tech companies, venues, production companies and drinks brands to add value and aid cost savings, across D&AD events. To do this you will be expected to develop a good understanding of the core principles of sponsorship and be able to talk about D&AD's mission and events with confidence and passion.

Alongside this you be tasked with securing brands to sponsor and set New Blood Award briefs. These briefs form part of the industry's leading advertising and design competition – entered and coveted by students across the world.

### Responsibilities

- Secure partnerships for gift in kind for products or services to add to our customer's experience of D&AD's: Judging Week Festival, Award Ceremonies and New Blood Festival
- Secure brands to set and sponsor D&AD New Blood Briefs
- Generate £120,000+ in revenue through contra deals and sponsorship
- Maintain a consultative sales approach. Listen attentively to clients to identify their business needs and tailor our packages to ensure it offers the correct mix of commercial benefits
- Manage key accounts as assigned by the Team Director, including drafting proposals, negotiating and implementing deals
- Work with marketing and events teams to activate the current year's sponsorship deals
- Develop and maintain knowledge of the in market activity i.e. potential competitors, trends, best market practice, potential collaborators.
- Be an outward face of D&AD – attending industry events and promoting our values and work
- Work with Education, Marketing and Digital to ensure our sponsorships are truly integrated into D&AD programming and marketing communications
- Ensure that all invoicing, contracts and other transactions are effectively administered

**Skills & Experience:**

- Proven sales track record
- A natural networker with the ability to establish and develop key business relationships in a variety of situations
- Clear and concise communication skills, both written and oral
- Effective influencer and persuader
- Able to meet deadlines and work under pressure
- Commitment and motivation to succeed and meet objectives, both personal and business related
- Ability to demonstrate persistence and energy when required to meet or exceed well defined goals.
- IT literate – Excel, Word (knowledge of Gmail would be ideal but not essential as training will be given)
- A keen interest in Design & Advertising (ideal but not essential)

**Person**

- Can do attitude
- Creative thinker
- Self motivated, pro-active and goal orientated
- Able to work under pressure and take initiative
- Able to work as a team player, in a busy and fast moving work environment