

**Director of Sponsorship Sales  
Software & Information Industry Association**

This position offers a fantastic opportunity for an aggressive sales person to build off a \$500K base and increase sponsorship sales at 10 of SIIA's industry-leading conferences. SIIA's goal is to expand beyond a strong but small base of (mostly member) sponsors to fully leverage the value and audience of our executive-level events. Competitive candidates should have a track record selling event sponsorships, strong research and communication skills, a consultative approach to selling, and the ability to juggle a diverse portfolio of events and sponsorship packages.

Working closely with the VP of Membership and SIIA industry divisions, the Director of Sponsorship Sales will be involved with all matters of SIIA sponsorships sales, including identifying prospects, developing leads, crafting and negotiating sponsor packages, closing deals and after-sales account management.

SIIA's membership provides a proven base for generating annual sponsorship sales close to \$500K. The director will maintain this clientele, and proactively expand it identifying new sponsor targets, build contacts at networking events and conferences, and develop new strategies to increase revenue.

**Responsibilities Include:**

- Developing and executing an event sponsorship sales plan for each SIIA division;
- Prospecting and generating new sales leads and growth through referrals, cold-calling and market research, and maintaining a database of contacts
- Updating existing sponsorship packages and (possibly) crafting new ones to meet the demand and needs of sponsors and the event budgets, while respecting the SIIA and conference brand.
- Working closely with clients to have a clear understanding of their business needs. Creating and presenting sponsor benefit proposals and providing consultative solutions to meet those needs and close opportunities.
- Managing sponsorship marketing campaigns via email, social media, partners and other channels in coordination with other SIIA marketing priorities.
- Coordinating extensively with the respective SIIA divisions and event staff to craft appropriate sponsorship packages and ensure effective delivery of sponsorship benefits.
- Prepare contractual agreements for sponsors in accordance with SIIA policy
- Enter and maintain records on contacts, opportunities, and contracts in SIIA's AMS (Protech CRM). Produce regular activity/contact reports and revenue pipeline estimates to SIIA senior staff and SIIA division boards as requested.

- Contribute expertise and vision to event development and marketing strategy to attract sponsors and facilitate sales.

### **Qualifications**

- 5+ years of relevant experience
- Track record of closing five figure sponsorship sales
- Ability to build senior-level relationships
- Strong new business credentials, including the ability to generate qualified leads through internet research, the reading of industry trade journals, networking and referrals.
- Consultative approach to selling
- Proactive, detailed, responsible with a commitment to keeping colleagues informed and up-to-date;
- Excellent communication and presentation skills
- Ability to work independently and be self-driven
- Ability set and meet deadlines
- Ability to manage multiple tasks at one time

**About SIIA:** The Software & Information Industry Association is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age. [www.sii.net](http://www.sii.net)

For consideration, send RESUME and SALARY HISTORY to [employ@sii.net](mailto:employ@sii.net)