

Job Description

Designation : Digital Sales and Sponsorships

ITW Consulting Private Limited (ITW) specializes in crafting and executing multi-faceted brand management solution across sports, entertainment, and media for its clients globally which helps them to build stronger brand visibility, awareness, and recall amongst a wider target audience.

With a global presence and in-depth understanding of the international Sports and Media market, ITW has expertise in sponsorship management, sponsorship activation, and event management. Having worked with a diverse range of brands, ITW has earned an esteemed reputation in the field of sports management and marketing.

ITW.io is a Digital Media Marketing Division of ITW, specializes in Digital Marketing, Media Buying, Influencer Campaign, Planning and execution of 360 degree digital media

What will you need to do?

Roles and Responsibilities

- Motivated and goal driven with strong work ethics, continuously striving for improvement with an eye for detail and the commitment to offer quality work.
- Focusing on sales & sponsorship and new avenues of partnerships with our sports properties
- Routine of prospecting and selling branding opportunities to clients in cricket at highest levels.
- To research and develop a list of potential sponsors for various sporting events like kabaddi, football etc.
- Timely Reports and Information sharing on the progress of various Sporting properties
- Develop deeper insight and understanding of the dynamic market requirements & performance expectations through advertiser & publisher interactions, resulting in better monetization of advertising opportunities for all digital media assets in Sports, Entertainment, and other Digital Media Monetization opportunity
- At ITW.io your role will mainly include pitching actively to new clients and to generate new leads. In turn you will be directly responsible for the revenue generation activity.
- Under this role you're required to pick up the digital nuances and the marketplace.
- Timely research and up to date information on brand activity across digital platforms is key.
- Willingness to learn and understand of the different markets and industry you will be pitching to.

- A friendly and positive attitude as relationship building with clients will be a key focus area within this role.
- As an employee, you will be directly reporting to the region head, and you are expected to report numbers and performance targets to your leader on a fortnightly basis
- Formulating go-to-market strategy for different category of advertisers like Retail, Real Estate, FMCG's, Healthcare, Education, Manufacturing Industries and more.
- Resourceful in Generation of business prospects, coordinating new & existing business inquiries, achievement of revenue targets.
- Willing to travel within the country.

What Skill and Education we are looking for?

- Master's Degree in Business, Marketing, or a Related Field.
- Excellent Communication, presentation and Interpersonal skills.
- Self-starter that demonstrates entrepreneurial behavior.
- Strong leadership and organizational skills; experience in people management desirable.
- Professional approach that results in a level of trust and respect with internal stakeholders, maintaining a team first attitude that ensures team goals are achieved.
- Motivated and goal driven with strong work ethics, continuously striving for improvement with an eye for detail and the commitment to offer quality work.
- Ability to encourage collaboration, flexibility, equity and inclusion that enables colleagues to contribute to their full potential, feel valued, and supported.
- Ability to function in a fast-paced environment, handle multiple projects, and meet deadlines.
- Ability to generate creative strategy and solutions for clients.
- Ability to develop long-term relationships with clients.
- Passion for sports is a plus.
- Willing to travel within and outside the country.
- Availability to work variable hours if needed.

Location : Bangalore , Mumbai, Ahmedabad