

Job Title	Sponsorship Sales Manager
Team	Orchard Connects
Salary	£30,000 + with performance related bonus
Location	Cardiff Hybrid

Overview of role

We are seeking an ambitious, confident, relationship builder with good communication skills to join our Sponsorship Sales Team. The Sponsorship Sales Manager will be responsible for sourcing, negotiating and closing sponsorship and partnership deals for our agency clients.

The successful applicant will have relevant experience or transferable skills that are suited to selling sponsorship. The experience does not necessarily have to be in sponsorship or sales, but the successful candidate will have to demonstrate why their transferable skills are applicable to the role.

Part of the Orchard Media Group, Connects was formed in 2019. We connect brands, rights holders and audiences through engaging, innovative, creative and purposeful sponsorships and brand partnerships. We believe in a collaborative approach and creating mutually beneficial relationships, delivering the highest level of client service, advice and support. By connecting the likeminded, we build reputations and turn common interests into commercial opportunities, enhancing experiences and developing loyalty.

We work with clients across sport, entertainment, arts & culture, public and third sector. Current clients include, The RFU, The Crown Estate, Jump!, Taste Wales.

Our PRIME Values:

- **Progressive:** Driven and open-minded entrepreneurial attitude to seeking new (or extending opportunities with) clients for Connects.
- **Respectful:** We pride ourselves on providing honest, impartial advice and guidance. We check and challenge and at times are a critical friend but we always say what we believe is right for our clients.
- **Imaginative:** No two clients or projects are the same. We understand and recognise each client requires a bespoke approach and tailored solutions. We work in partnership with our clients to become an extension of their team.
- **Mindful:** As an independent agency based outside London, we provide our clients with excellent value for money.
- **Excellence:** Combined decades of National and International experience, providing our clients with sector leading independent advice and support.

General responsibilities and targets

- Support and where required lead on all agreed sponsorship sales / income targets for sponsorship sales projects – negotiating five and six figure sponsorship deals.
- Establish meetings with prospective sponsorship targets and represent the sponsorship sales client at all stages of the sales process.
- Develop and implement the sales briefs for all Orchard Connects sponsorship sales clients.
- Work with the team and our research partners to develop robust and appropriate target lists that are established for each sponsorship sales client, prospecting and maintaining a quality sponsorship sales pipeline. Ensure all progress is logged appropriately on the sales pipeline.
- Build the necessary internal and external relationships to successfully fulfil each project.
- Where necessary, work with our creative team to develop sales collateral and pitch material for each sponsorship sales opportunity.
- Where necessary manage day to day relationships with each sponsorship sales client, ensuring regular updates are provided, appropriate sign-off on materials, questions etc are sought and recorded and expectations are professionally managed.
- Provide regular status updates to the Director of Brand Partnerships and Managing Partner
- Where possible, develop and sell new business client opportunities for Orchard Connects and Orchard Media & Events Group.

Key Working Relationships

- Managing Partner
- Director of Brand Partnerships
- Head of Consultancy
- Sponsorship Sales team
- Sponsorship Sales Clients
- Sponsorship Sales Prospects
- Research Partners
- Commercial Managers (Orchard Media Group)

All about **you**

- Able to demonstrate evidence of relevant or transferrable professional experience.
- Sponsorship or commercial experience, ideally in a multi stakeholder environment
- Results orientated with a proven track record of entrepreneurial thinking. Able to demonstrate use of both insight and creative thinking.
- An ability to manage complex projects using a collaborative and professional approach.
- Operates well and can think clearly under pressure.
- An ability to work independently and make decisions (but know when to seek guidance)
- Strong relationship management
- Personal organisation and time management: an ability to prioritise, to work flexibly and to tight deadlines; to complete tasks.

Orchard's benefits package

Our people are what makes us so special. That's why we offer a generous benefits package to all who are part of our team. Here's an example of the benefits that are available:

- Flexible and remote working opportunities
- 10 – 4 core hours
- 25 days annual leave
- Monthly wellbeing hours
- A generous training budget
- Private medical cover
- Cycle to work scheme
- 8% pension (that's 4% matched from you and us)
- Social events and activities (such as end of month drinks, film club and 5 a side football)

As the Sponsorship Sales Manager you will also receive a performance related bonus

How to **apply**

To apply, please send a cover letter and your CV to jointheteam@thinkorchard.com by **Friday 21st July 2023**. We receive a large number of applications so whilst we will do our best to contact everyone, if you have not heard from us within a month of your application you have unfortunately been unsuccessful.

We're an equal opportunity employer, which means we'll consider all suitably qualified applicants regardless of gender identity or expression, ethnic origin, nationality, religion or beliefs, age, sexual orientation, disability status or any other protected characteristic. We recruit and develop our people based on merit and their passion and we're committed to creating an inclusive environment for all employees.

Progressive. Respectful. Imaginative. Mindful. Excellence.

Teitl y Swydd	Rheolwr Gwerthu Nawdd
Tîm	Orchard Connects
Cyflog	£30,000 + gyda bonws yn gysylltiedig â pherfformiad
Lleoliad	Hybrid Caerdydd

Trosolwg o'r rôl

Rydyn ni'n chwilio am ddatblygwr perthnasoedd uchelgeisiol, hyderus sydd â sgiliau cyfathrebu da i ymuno â'n Tîm Gwerthu Nawdd. Bydd y Rheolwr Gwerthu Nawdd yn gyfrifol am ganfod, negodi a tharo bargeinion nawdd a phartneriaeth ar gyfer cleientiaid yr asiantaeth.

Bydd gan yr ymgeisydd llwyddiannus brofiad perthnasol neu sgiliau trosglwyddadwy sy'n addas ar gyfer gwerthu nawdd. Does dim rhaid i'r profiad fod ym maes nawdd na gwerthu o reidrwydd, ond bydd rhaid i'r ymgeisydd llwyddiannus ddangos pam mae ei sgiliau trosglwyddadwy yn berthnasol i'r swydd.

Ffurfiwyd Connects yn 2019 ac mae'n rhan o Grŵp Cyfryngau Orchard. Rydyn ni'n cysylltu brandiau, deiliaid hawliau a chynulleidfaoedd drwy bartneriaethau brand a nawdd deniadol, arloesol, creadigol a phwrpasol. Rydyn ni'n credu mewn dull cydweithredol ac mewn creu perthnasoedd sydd o fudd i'r ddwy ochr, gan ddarparu'r lefel uchaf o wasanaeth, cyngor a chymorth i gleientiaid. Drwy gysylltu pobl o'r un anian, rydyn ni'n meithrin enw da ac yn troi diddordebau cyffredin yn gyfleoedd masnachol, gan wella profiadau a datblygu teyrngarwch.

Rydyn ni'n gweithio gyda chleientiaid ar draws chwaraeon, adloniant, y celfyddydau a diwylliant, y sector cyhoeddus a'r trydydd sector. Ymhlith y cleientiaid presennol mae'r RFU, Ystad y Goron, Jump!, Blas Cymru.

Ein Gwerthoedd PRIME:

- **Blaengar:** Agwedd entrepreneuriaidd weithgar a meddwl agored tuag at ganfod cleientiaid newydd (neu ehangu cyfleoedd gyda chleientiaid) ar gyfer Connects.
- **Parchus:** Rydyn ni'n ymfalchïo mewn darparu cyngor ac arweiniad gonest, diduedd. Rydyn ni'n gwirio ac yn herio, ac weithiau rydyn ni'n gyfaill beirniadol, ond rydyn ni bob amser yn dweud beth rydyn ni'n ei gredu sy'n iawn i'n cleientiaid.
- **Dychmygus:** Does dim dau gleient na dau brosiect yr un fath. Rydyn ni'n deall ac yn cydnabod bod angen ymagwedd bwrpasol ac atebion wedi'u teilwra ar bob cleient. Rydyn ni'n gweithio mewn partneriaeth â'n cleientiaid i ddod yn estyniad o'u tîm.
- **Ystyriol:** Fel asiantaeth annibynnol wedi'i lleoli y tu allan i Lundain, rydyn ni'n darparu gwerth rhagorol am arian i'n cleientiaid.
- **Rhagoriaeth:** Cyfuniad o ddegawdau o brofiad Cenedlaethol a Rhyngwladol, gan roi cyngor a chymorth annibynnol sy'n arwain y sector i'n cleientiaid.

Cyfrifoldebau a thargedau **cyffredinol**

- Cefnogi a phan fo angen arwain ar yr holl dargedau gwerthu nawdd / incwm y cytunwyd arnynt ar gyfer prosiectau gwerthu nawdd – trafod cytundebau noddi pump a chwe ffigur.
- Sefydlu cyfarfodydd gyda darpar dargedau nawdd a chynrychioli'r cleient gwerthu nawdd ar bob cam o'r broses werthu.
- Datblygu a gweithredu'r briffiau gwerthu ar gyfer holl gleientiaid gwerthu nawdd Orchard Connects.
- Gweithio gyda'r tîm a'n partneriaid ymchwil i ddatblygu rhestrau targed cadarn a phriodol sy'n cael eu sefydlu ar gyfer pob cleient gwerthu nawdd, chwilio am bibell gwerthu nawdd o ansawdd ac yn ei chynnal. Sicrhau bod yr holl gynnydd wedi'i gofnodi'n briodol ar y bibell werthu.
- Adeiladu'r cydberthnasoedd mewnol ac allanol angenrheidiol i gyflawni pob prosiect yn llwyddiannus.
- Pan fo angen, gweithio gyda'n tîm creadigol i ddatblygu deunydd ategol a deunydd cyflwyno syniadau ar gyfer pob cyfle gwerthu nawdd.
- Pan fo angen rheoli cydberthnasoedd o ddydd i ddydd gyda phob cleient gwerthu nawdd, gan sicrhau bod diweddariadau rheolaidd yn cael eu darparu, bod awdurdod priodol am ddeunyddiau, ceisir cwestiynau ac ati a chânt eu cofnodi a chaiff disgwyliadau eu rheoli mewn modd proffesiynol.
- Darparu diweddariadau statws rheolaidd i Gyfarwyddwr Partneriaethau Brand a Phartner Rheoli
- Pan fo'n bosibl, datblygu a gwerthu cyfleoedd i gleientiaid busnes newydd ar gyfer Orchard Connects ac Orchard Media & Events Group.

Cydberthnasoedd Gwaith Allweddol

- Partner Rheoli
- Cyfarwyddwr Partneriaethau Brand
- Pennaeth Ymgynghori
- Tîm Gwerthu Nawdd
- Cleientiaid Gwerthu Nawdd
- Rhagolygon Gwerthu Nawdd
- Partneriaid Ymchwil
- Rheolwyr Masnachol (Orchard Media Group)

Amdanoch chi

- Gallu dangos tystiolaeth o brofiad proffesiynol perthnasol neu drosglwyddadwy.
- Profiad masnachol neu o nawdd, yn ddelfrydol mewn amgylchedd lle mae llawer o randdeiliaid
- Yn cael eich gyrru gan ganlyniadau gyda thystiolaeth o hanes o feddwl yn entrepreneuriaid. Gallu dangos defnydd o fewnwelediad a meddwl creadigol.
- Y gallu i reoli prosiectau cymhleth gan ddefnyddio dull cydweithredol a phroffesiynol.
- Yn gallu meddwl yn glir a gweithredu'n dda o dan bwysau.
- Y gallu i weithio'n annibynnol a gwneud penderfyniadau (ond gwybod pryd i ofyn am arweiniad)
- Sgiliau rheoli perthnasoedd cryf
- Yn bersonol drefnus ac yn gallu rheoli amser: yn gallu blaenoriaethu, gweithio'n hyblyg ac i derfynau amser tynn; i gwblhau tasgau.

Pecyn buddion Orchard

Ein pobl sy'n ein gwneud ni mor arbennig. Dyna pam rydym yn cynnig pecyn buddion hael i bawb sy'n rhan o'n tîm. Dyma enghraifft o'r buddion sydd ar gael:

- Cyfleoedd gweithio hyblyg ac o bell
- Oriau craidd 10 – 4
- 25 diwrnod o wyliau blynyddol
- Oriau lles misol
- Cyllideb hyfforddi hael
- Yswiriant meddygol preifat
- Cynllun beicio i'r gwaith
- 8% pensiwn (mae hynny'n 4% wedi'i gyfateb gennych chi a ninnau)
- Digwyddiadau a gweithgareddau cymdeithasol (megis diodydd ar ddiwedd y mis, clwb ffilm a phêl-droed 5 bob ochr)

Fel y Rheolwr Gwerthu Nawdd, byddwch chi hefyd yn cael bonws yn gysylltiedig â pherfformiad

Sut i wneud cais

I wneud cais, anfonwch lythyr eglurhaol a'ch CV i jointheteam@thinkorchard.com erbyn **dydd Gwener 21 Gorffennaf 2023**. Rydyn ni'n cael nifer fawr o geisiadau, felly er y byddwn yn gwneud ein gorau i gysylltu â phawb, os na fyddwch wedi clywed ganddon ni o fewn mis i wneud cais, yn anffodus, fe fyddwch chi wedi bod yn aflwyddiannus.

Rydym yn gyflogwr cyfleoedd cyfartal, sy'n golygu y byddwn yn ystyried pob ymgeisydd sydd â chymwysterau addas ni waeth beth fo'u hunaniaeth neu fynegiant o ran rhywedd, tarddiad ethnig, cenedligrwydd, crefydd neu gredoau, oedran, cyfeiriadedd rhywiol, statws anableded neu unrhyw nodwedd arall sydd wedi'i gwarchod. Rydym yn recriwtio ac yn datblygu ein pobl ar sail teilyngdod a'u hangerdd, ac rydym yn ymroddedig i greu amgylchedd cynhwysol i bob gweithiwr.

Blaengar. Parchus. Dychmygus. Ystyriol. Rhagoriaeth.