


Role Title	Media Sales and Sponsorships
Department	Sports Media Sponsorship and Sales - ITW MediaWorx
About ITW Consulting Pvt. Ltd.	<p>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.</p> <p>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.</p> <p>ITW MediaWorx specializes in Complete Media Solutions Service in Sports Marketing, Media Buying, Planning and execution of campaigns.</p>
Learn more about ITW Consulting Pvt. Ltd.	<p style="text-align: center;">www.itwglobal.com</p> 
Work environment	<ul style="list-style-type: none"> • You will work out of a dynamic and vibrant work place. • You get to work with some of the largest brands and biggest names in the industry. • Opportunity to be part of a unique and exciting industry of sports media sales and marketing.
Role Purpose	<ul style="list-style-type: none"> • Excellent Communication and Interpersonal skills. • 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 media assets in Sports Media. • At ITW MediaWorx 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.

- Timely research and up to date information on brand activity across digital platforms is key.
- Minimum market experience required would be 6- 7 years in Media Sales roles
- As an experienced candidate you're expected have a clear 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 a Manager of Sales, you will be directly reporting to Business head of ITW Mediaworx, and you are expected to report numbers and performance targets to your leader on a fortnightly basis

	<ul style="list-style-type: none"> • 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, on need basis.
Key Accountabilities	<p>Sales & Sponsorship Sports Media Sales Market Research Revenue Generation Target Achievements</p>
Experience / Qualifications	<p>Associate's or Bachelor's Degree in Business, Marketing, or a Related Field; Excellent communication skills, Previous Sales or Media Experience, Outgoing Personality, Interpersonal Skills, Persuasiveness, Likeability, Confidence, Customer Service, Maintaining Relationships, Listening, Resilience, Creativity, Adaptability, Organisation, Detail-Orientated, Multi-Tasking, Reliability</p> <p>Note- Candidates with Media sales background will be preferred</p>
Apply Now	<p>Should you consider yourself a good fit for this position and are ready to join ITW in its journey, please email a copy of your resume with the Role title applied for in the subject line to hr@itwconsulting.in and a member from our recruitment team will get in touch with you.</p>

Statement - This job description is issued as a guideline to assist you in your duties. It is not exhaustive and we would be pleased to discuss any constructive comments you may have. Because of the evolving nature and changing demands of our business, this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description, and according to the needs of the company.