



POSITION DESCRIPTION

JOB TITLE: Partnerships Manager

JOB HOLDER:

REPORTS TO: Managing Director – Hong Kong

SUPERVISE OTHERS: No

LOCATION: Hong Kong

DRAFTED BY: HR

UPDATED: 3 March 2023

PURPOSE OF THE POSITION

The Partnership Manager's primary focus will be:

- Grow sales and meeting monthly sales targets
 - Forecasting and liaising with the Managing Director on targets
 - Develop sales strategy for both Sassy Hong Kong and Sassy Mama Hong Kong along with the Managing Director
 - Work with the marketing team to develop innovating and enticing ideas that can lead to sales opportunities
-

ROLES & RESPONSIBILITIES

Sales responsibilities include

- *Meeting Sales Goals:* Achieving monthly sales goals by selling promotional packages to clients who fit the Sassy / Sassy Mama partnership profile
- *Strategic Sales Targeting:* Develop a strategic plan to build relationships for existing and future sales partnerships
- *Managing Leads:* Manage a sales pipeline across varying stages
- *Proposal Creation:* Create promotional proposals for clients who express interest in moving forward with advertising via Sassy and Sassy Mama.
- *Client Management:* Main point of contact for all clients during a paid promotional period. This involves drawing up contracts and securing deals through to signing.
- *Sales Admin:* Work with internal teams (ex: Editorial team) to make sure that all paid advertising is scheduled appropriately and that all deliverables are meeting deadlines.
- *Performance Reporting:* Follow up with clients after a promotional campaign with performance statistics and provide suggestions for future campaigns to keep the relationship moving forward.
- *Payment tracking:* Work with the finance team to ensure all advertising clients are paying their invoices on time.
- *New Sales Initiatives:* Present new sales initiatives or ideas each quarter at a quarterly sales meeting.
- *Pricing:* Using client and category knowledge, contributing to the pricing strategy
- *Weekly Sales updates:* Use sales tools (CRM / Proposals software) to update the Managing Director on sales progress.
- *Analyse key statistics:* Using Google Analytics and Campaign Monitor, track web and email performance on a monthly performance for all clients to ensure satisfactory execution of advertising and use data to suggest improvements and innovative ways of working
- *Events:* Assist the team in planning, marketing and execution.

KNOWLEDGE, SKILLS & EXPERIENCE

Education & Experience

Relevant Bachelor's Degree in Business

3-5 years of experience in a sales role

Proven experience in meeting and exceeding sales targets

Skills & Competencies

Self-starter with strong sales and negotiating skills

Comfortable taking ownership of your categories and your results

Excellent interpersonal and client management skills

Internally motivated to reach sales goals consistently

Team player as this role has direct links to multiple departments across the group

Strong attention to detail

Ability to think of creative and engaging ways to effectively promote a client's business to the Sassy and Sassy Mama audience

Working knowledge of Word, Excel, PowerPoint

Working knowledge of analytics programmes such as Google Analytics

Ability to interpret sales and consumer data to refine approach and build creative solutions

Preferred, but not mandatory, experience in using tools such as Slack and Asana

Proficiency in English and Cantonese (either Native or Native Level)