



BRAND PARTNERSHIPS - BUSINESS DEVELOPMENT MANAGER

Company: Magnify Management Group

Location: Field / Home Based Role

Reports to: Commercial Director

Working hours: Monday - Friday 9am – 6pm

Job Type: Full-Time

Experience: 1–3 years in a B2B / commercial partnership sales role. Ideally for a Rights Holder or Agency.

Salary: D.O.E (£38K + commission scheme)

A Bit About Us

Magnify Management Group is a family-owned service agency; founded in 2017 we have delivered innovative sponsorships, partnerships and activations across our portfolio of events and festivals.

We work with both events rights-holders and culturally relevant brands to create strategic, long-term partnerships

We help our events partners maximise their sponsorship assets and communicate them effectively to brands. Whilst providing our brand partners with incredible opportunities to market their brand, reach new customers, improve their public perception, and increase their sales.

We consider ourselves pros in the festival and event sponsorship marketing landscape.

We believe sponsorships aren't just about generating impressions. They're about creating moments that allow brands to effectively engage and deliver proof on their promise

General Role Description

We are looking for a tenacious, confident and hungry salesperson, to support the outreach, pitching and brokering of commercial partnerships, sponsorship rights packages, pouring & listing agreements, as well as on-site brand activations, across a number of Festivals and Events that MMG exclusively represent.

Partnership Manager Responsibilities

- Partnership Rights proposal writing, keynote pitch deck templates and email summaries
- Calls, emails and social media channel outreach, responding to incoming enquiries
- Market research, attending trade events, following key publications and gathering insights
- Live pitching, group meetings, presentations
- Data input, sales lead tracking, google docs, reporting and pipeline/CRM management
- Financial targets and budget setting
- Developing strong relationships with both Event Owners and Brand Partners.
- Completing partnership debriefs and data analysis post-event – to support the renewal of partners

About You

- Love for music, festivals & events (and being at them!)
- Brand savvy and finger on the pulse of 'cultural trends', new products, new campaigns
- Competitive but collaborative and a team-player.
- Motivated by hitting financial targets and fostering great relationships.
- An effective negotiator, ability to demonstrate value and communicate key benefits to the brands
- Solution-oriented, problem-solver, lateral thinker and can make things happen
- A 'closer' – able to get the deal done or shut it down if going nowhere

If you think you have what we're looking for and more, then we'd love to hear from you.

Please send your CV and cover letter to hello@magnifysponsorship.com