

# Partnerships Executive — Entertainment

**Based:** Central London

**Reports to:** Partnerships Manager - Entertainment

## About the Group...

A leading management and professional services company based out of the UK and US, YM&U provides a portfolio of services to a wide range of clients consisting of leaders in entertainment, film, music, radio, television and sport, including athletes, authors, digital influencers, media rights holders, musicians, producers, TV personalities and voiceover artists.

## About the Team...

You will be working for the Entertainment Team. The team provides specialist services including brand & licensing partnerships, live events, content creation, IP creation, event appearances, voiceover, amongst many other areas.

YM&U's commercial partnerships team have shaped many of the best known and most successful talent brand partnerships in the UK — working with a broad cross section of leading brands and partners — such as L'Oreal, Adidas, M&S, Vodafone, Procter & Gamble, O2, Estee Lauder, Next, Boots, Nike, Mercedes, Suzuki, amongst many others.

## About the job...

Reporting to the Partnerships Manager, within the Group's commercial partnerships team in our head office in Great Portland Street (London), the role of Partnerships Executive is responsible for responding to talent partnership briefs from agencies and brands, providing recommendations on which talent we would recommend (with supporting insight and rationale), negotiating up the deal to the best possible long term opportunity for our clients, and supporting the Partnerships Manager in building deeper relationships with key decision makers — to create wider repeat business relationships. This role will be working across some of our biggest names, and helping broker partnerships between our talent and major brands. Another key element of the role will be tracking the effectiveness of our partnerships (liaising with our social content teams, and using our in-house insight tools), to create Post Campaign analysis on the success of campaigns, as well as support with the marketing of the division to key decision makers across LinkedIn and other platforms.



The right candidate will be skilled at negotiation, relationship building, excellent at responding to briefs and creating high-impact proposals, and be passionate about creating successful marketing campaigns featuring talent and brands.

### **Key Responsibilities:**

- Responding to talent partnership briefs from agencies and brands, ensuring we have a clear understanding of the brand's objectives, providing recommendations on which talent we would recommend (with supporting audience insight, rationale and creative activation ideas), negotiating up the deal to the best possible long-term opportunity for our clients, and supporting the Partnerships Manager in building deeper relationships with key decision makers — to create wider repeat business relationships.
- Building relationships with key decision makers via phone and face to face, to win more briefs and grow the volume of brief-led business for our clients — including setting up meetings for the wider team, to sell in larger partnership opportunities
- Working with the social content team and using our in-house insight tracking tools — as well as with brand and agency partners — to track the effectiveness of key partnerships, to create Case Studies and summaries on Campaign Performance
- Support the senior team in marketing our proposition to brands and agencies on key platforms (e.g. LinkedIn, short marketing videos, etc.)
- Support the wider team in creative brainstorming and responses to briefs, development of ideas, industry research and help to create marketing collateral
- Use Keynote to create high impact responses and proposals to incoming briefs, including audience insight, creative ideas, activation thinking, case studies etc.
- Update the Partnerships Manager on a weekly basis, as well as keeping the wider management teams updated on the pipeline of opportunities, and solutions brands are looking for that we can pitch wider partnerships against
- Become highly knowledgeable on all the Group's clients, with a detailed understanding of their audiences, unique positioning and current/upcoming projects
- Use team CRM Sales Force on a daily basis to track all commercial opportunities in pipeline, and update all contacts and live briefs

- Proactively research the market & update the team on current trends, opportunities in the market, industry news and circulate relevant news stories to the team (sport, music, entertainment endorsements)
- Attend key industry / networking events and talent shoot days to develop relationships with key decision makers at brands and their respective agencies in all relevant business categories

### About You...

- Experience in a fast-paced commercial sales environment (preferable but not essential).
- Excellent communication and presentation skills, as well as the ability to build strong relationships quickly with external contacts, colleagues and clients
- Energetic, driven, solution-orientated, creative and proactive
- Strong knowledge of marketing partnerships featuring media owners and talent; previous experience planning or brokering talent-led brand partnerships is preferable but not essential
- Experience in bringing partnership concepts to life through high impact presentations, as well as applying audience insight, case studies, context and research to sales proposals (preferable but not essential)
- Highly organised, able to work in a fast pace environment, prioritising time around areas of focus. Progress towards goals/targets, tracking all prospects using our CRM Salesforce
- A love of content marketing, advertising and talent partnerships

### What we offer...

- We offer a wide variety of benefits including:
- Access to flexible working conditions — we believe with performance comes freedom
- Private Medical and Life Insurance after 12 months' service
- Enhanced parental leave
- Staff equity share and bonus scheme
- Perkbox employee benefit platform