

HeartStories Sponsorship Director

Are you a ride-or-die team player with a history of outstanding sales built on strong relationships?

Are you looking for meaningful work that will allow you to grow without being tied down to a daily 9-5?

If you're nodding yes, we're looking for you!

We are looking for a talented sales business development professional to join our team as our new Sponsorship Director (and help us change the world)!

Our expectations are high—we're looking for a true rock star: someone who is adept at cultivating relationships, developing programs, building a pipeline, writing creative proposals, and of course, closing deals! But that's not all! We are seeking someone who is highly motivated, creative, friendly, fun, and passionate about doing work that makes a difference in the world!

HeartStories is a fast-paced, dynamic start-up whose mission is to reconnect busy women to inspire the joy they crave and the courage to pursue their purpose. We do this through inspiring content, virtual (and in-person) events, & online communities.

Learn more at: heartstories.com

We're in the business of connection.

As our sales and business development leader, you will play a vital role in helping us to connect like-minded organizations with our dynamic (and growing!) audience of amazing women.

The HeartStories Sponsorship Director

Our Sponsorship Director is responsible for sponsorship sales for all HeartStories products—currently focused most intently on our GNO at Home event series.

As part of your adventure with us, you'll be both prospecting and selling, and also doing a good bit of account management. You must be a master of relationships, have impeccable communication savvy, and be able to juggle multiple responsibilities. Sound like you? Read on to learn more!

Our Expectations For You:

- Cultivate relationships with existing clients to ensure client satisfaction (and ultimately convert renewals!)
- Build, maintain, and replenish a pipeline full of sales prospects.
- Create sales reports that assess monthly, quarterly and annual performance trends to inform forecasts.
- Work in tandem with the Executive Director to develop both short- and long-term sales goals.
- Keep abreast of local and national trends in event sponsorship and digital media sales and be agile in responding.
- Create, and manage a sponsorship marketing strategy for all HeartStories events (digital and live)
- Meet (and hopefully exceed!) all sales and revenue targets.
- Develop and design sponsorship packages, including inventory, packaging, and pricing.
- Host and manage sponsor participation at all HeartStories events. Anticipate sponsor requirements and coordinate with Events Manager on fulfillment.
- Develop sponsorship materials including contracts, proposals, presentations, reports, and sponsor experience surveys.
- Develop and coordinate individual sponsored ad campaigns in conjunction with sponsors and our ad agency partners, and follow them through to completion with reporting.
- Maintain the database of sponsor prospects and secured sponsors, with contact information and contact history.
- Prepare post event sponsorship surveys, reports and thank you packages for participating sponsors.

Your Key Attributes:

- A deep understanding of the both event sponsorship sales and digital media properties.
- Exemplary communication and presentation skills.
- Expert level interpersonal skills & problem-solving abilities.
- Ability to accurately develop sales forecasts and provide internal reporting.
- Strong Google Suite (sheets, docs, slides, forms) and technical skills.
- Ability to analyze data to find trends, then use that data to anticipate problems and be proactive in developing solutions!
- Proven ability to identify opportunities, develop strategies, and negotiate contracts.

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Your Key Attributes: (continued)

- High level of focus, attention to detail, and professionalism in all work-related efforts.
- Self-starter and team player, who demonstrates entrepreneurial behavior (ownership mindset, patience for non-linear process, tenacity, empathy, and stamina etc . . .)
- Successful sales track record; corporate sponsorship sales experience, preferred.
- Able to develop long-term, mutually beneficial relationships with clients.
- Impeccable integrity.
- Well-organized, efficient, and able to meet multiple deadlines.
- Able to work with minimal supervision.

What's Next?

We're looking for someone who is driven and accountable. There won't be much hand-holding and there is a LOT of work to do.

In return, your contribution will be valued and appreciated. You'll be encouraged and inspired, both by the work we do and by our founder, Crystal. You'll have a boss who genuinely cares about you. You'll grow personally and professionally and have a great time doing it! You'll be part of an inspiring team of women all working together to do something big, that really matters. You can check out our [team manifesto](#) to learn more about our culture.

We're serious about having fun AND making a difference.

We hire motivated, optimistic people who work, think and produce from a place of maturity. We're a ride or die tribe. Even if it's only a few hours a week, in those hours, this is YOUR company. These are the people YOU serve.

We want you to do work you love!

If you've read all of this and are doing a little happy dance because you are so excited about the possibility of working with us, we'd love to chat with you!

P.S. When applying, please clearly share the specific reason(s) you want to work at HeartStories, so we'll know you're serious about wanting to interview.