



Kidspired Media

Job Description

Regional Director – Sponsorship & Media Sales

Position Title: Regional Director – Sponsorship & Media Sales

Position Status: Full Time (Two Positions)

Location: York Region & Halton Region

Reports To: Assistant Vice President, Sponsorship

About Our Company: At Kidspired Media, we believe in the power of sports and its impact on children's lives. Our goal is to make sports more affordable, accessible, and enjoyable for everyone. If you want to work in the sports industry, make a meaningful difference in your community, and contribute to children's welfare, we'd love to talk to you!

Job Summary: As the Regional Director, you will manage a designated territory, including existing clients, and acquiring new sponsors to generate revenue for Kidspired and our club partners. This is an opportunity to work from your home office.

Duties and Responsibilities

- Acquisition of new sponsors
- Management of existing sponsors
- Job requires a consistent presence in the community, using a 'grassroots approach'. Meeting with businesses daily is required.
- Achievement of sales targets for your region
- With the assistance of our creative resources, prepare proposals to attract new sponsors at all levels. Local, regional and national
- Liaise with sponsor partners to ensure satisfaction in programs purchased
- Work to gain a comprehensive understanding of the target audience/prospects for our partner sport associations (key trends)
- Regular communication with Kidspired support team to keep them up to date on important details relating to sponsorship sales activities
- Prepare contractual agreements for sponsors in accordance with company policy
- Share sales and sponsorship knowledge and expertise to inform Kidspired marketing strategy

Knowledge and Skills:

- Minimum 2 years' experience in media sales is required
- Excellent oral and written communication skills (written and verbal)
- Proficient in Microsoft Office and Salesforce reporting tools
- Must have valid driver's license

Personal Characteristics:

- You have a passion for selling in your community, and you value the importance of strong, ongoing relationship with clients
- Strong interpersonal skills and ability to work with minimal supervision
- Detail oriented with experience multi-tasking and managing to deadlines
- Professional, diplomatic, tactful, resourceful and dependable
- Adaptable and flexible as this role will often require non-traditional hours and work inside and outside of the office

Full-time, Permanent

Total Compensation: Minimum \$65,000-\$75,000 per year

We offer the chance to make a positive impact on children's lives through sports. If you are enthusiastic about sports and motivated to help us make a difference, please apply.