



**Position Title:** Sponsorship Sales Coordinator

**Department:** Sales

**Supervisor:** Director of Sales

**Position Type:** Full-time (exempt)

### **Position Summary**

A motivated and exceptional individual that possesses the following skills and characteristics and can assume the following responsibilities:

Approximately 75% of time for this role is primary lead for driving revenue and building relationships with new and current Big E Fair sponsors. This position is heavily focused on prospecting new relationships for large scale sponsors of the Big E Fair. This position will also be secondary contact assisting Event and Sponsorship Activation Coordinator with securing and maintaining non-fair sponsorships.

Approximately 25% of time for this role is to assist the growth, revenue and customer service of ESE's current event portfolio and soliciting new non-fair trade shows and events. During the fair this role will assist the Sales Manager with all non-food exhibitor needs.

### **Position Responsibilities:**

- Discover new and contemporary Big E Fair title sponsors, building sponsors, and exhibit sponsors to fulfill needs of the Fair.
- Develop and work with sponsors and partners on all needs before, during and after the Fair, this can include negotiation, execution, etc.
- Design and present dynamic post-Fair fulfillment reporting that captures the value of a Big E sponsorship.
- Collaborate with the Marketing Department to create dynamic promotional materials and proposals for prospective new sponsors.
- Communicate with other departments to streamline the sponsorship process, this includes Marketing, Sales, Agriculture, Operations and Finance departments.
- Coordination of sponsor visibility on Big E and Eastern States Exposition website with Marketing Department.
- Responsibility for contract development and leveraging Big E assets with new and current sponsors.
- Billing and procurement of payment from Big E sponsors.
- Provide weekend coverage one to two weekends per month, serving as the ESE point of contact (Event Coordinator) for show promoters.

**Additional Fairtime Responsibilities:**

- Ensure the delivery of agreed sponsor benefits and credentials successfully.
- Assist Sales Manager in areas as needed, for example:
  - Placement of non-food exhibitors.
  - Respond to exhibitor inquiries and questions.
  - Work with Operations Department to assist exhibitors.
- Assist Event and Sponsorship Activation Coordinator to maximize on and off-site relationships with current and prospective sponsors, prior to and during Big E Fair, including promotion of the Hospitality Tent.
- Assist in Sales Department Big E Fair recap provided to exhibitors and sponsors, for example:
  - Assist Sales Manager compiling exhibitor and sponsor request list for next Fair.
  - Assist Sales Manager compiling exhibitor and sponsor improvement list for next Fair.
  - Assist in exhibitor and sponsor outreach and reconciliation of Eastern States Exposition requests.
- Other administrative tasks as needed.

**Requirements:**

- Bachelor's degree in business, marketing, or a related field.
- Demonstrated excellence in customer service.
- Must be willing to travel intermittently.
- Experience in sales or a customer-facing role.
- Excellent verbal and written communication skills.
- Comfortable with making outbound phone calls and face to face meetings with clients and prospective clients.
- Strong computer/software skills including but not limited to Microsoft Office Suite, contract management systems, etc.
- Detail oriented with strong organizational skills.
- Experience in the fair industry and/or event marketing field a plus.
- Ability to work a flexible schedule including weekends, nights and some overnight travel.

**To Apply:**

Please fill out our online application form - <https://tinyurl.com/EmploymentESE> - and include your resume and cover letter. Only completed applications that include a resume and cover letter will be considered. Positions are open until filled. Questions regarding the application process can be addressed to [employment@TheBigE.com](mailto:employment@TheBigE.com).

*Eastern States Exposition (ESE) is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.*

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