



# **Media Sales Executive Role Profile**

Role Title	Media Sales Executive
Department	Member Engagement
Reports to	Head of Member Engagement
Location	Office Based
Hours/week	Full time
Status	Permanent contract
Role purpose	To deliver the revenue targets set out by the association, by identifying, pitching, and managing sponsorship opportunities to new clients, including events and advertising. To build relationships with sponsors, maximising their value through tailored packages and solutions.
Line management:	None
Key areas of responsibility	<ol style="list-style-type: none"> <li>1. Achieve sponsorship revenue targets</li> <li>2. Generate and close new sales opportunities</li> <li>3. Develop and manage client relationships</li> <li>4. Negotiate and close sponsorship deals</li> <li>5. Coordinate with internal teams to deliver client agreements</li> <li>6. Support lead generation for HTA membership</li> <li>7. Manage diary, appointments &amp; CRM records</li> </ol>
Key stakeholders	<ul style="list-style-type: none"> <li>• Head of Member Engagement</li> <li>• HTA Events Team</li> <li>• HTA Marketing Team</li> <li>• HTA staff (incl SLT and Management)</li> <li>• Prospective Sponsorship Clients</li> <li>• HTA Members (including board)</li> </ul>
Key performance indicators	<ul style="list-style-type: none"> <li>• Organisational income targets met</li> <li>• Sponsorship pipeline maintained and growing</li> <li>• New clients converted into signed agreements</li> <li>• Client expectations consistently met during delivery</li> <li>• Accurate and up-to-date CRM records</li> <li>• Timely handover of agreements to Events and Marketing Teams</li> <li>• Prospects identified for HTA membership follow-up</li> <li>• Role models HTA values</li> </ul>

### HTA Core Purpose

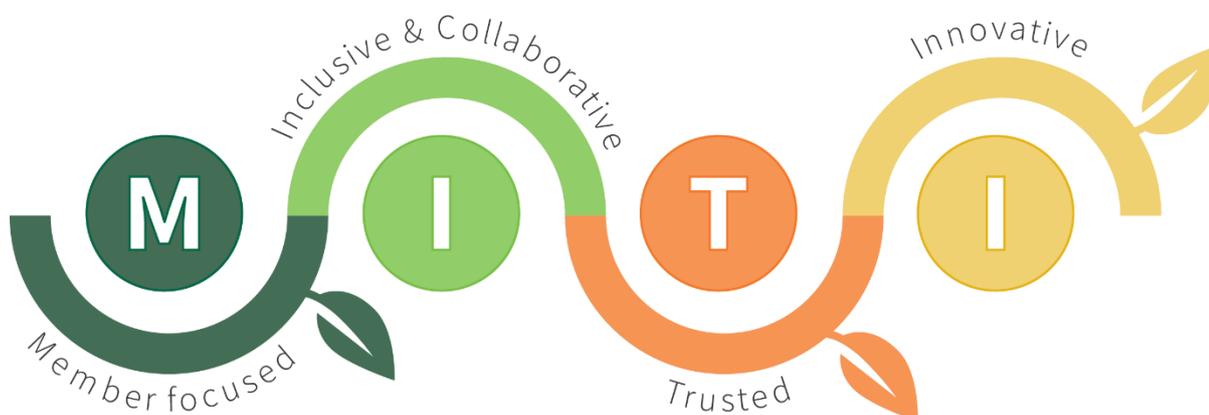
We help our members to flourish.

### HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

### Our Values

Our culture is centred on our 4 organisational values of **Member Focused, Inclusive & Collaborative, Trusted & Innovative** ('MITI'). Our values are our guiding principles, our beliefs. They reflect the way the HTA operates, how we make decisions, and they shape how we behave with each other, our members and external stakeholders. They underpin everything we do at the HTA.



## HTA Values

## Key Responsibilities

### 1 Achieve sponsorship revenue targets

- Track and report progress against revenue targets.
- Develop a sales plan to ensure sponsorship objectives are met.
- Monitor performance and provide regular updates on sales pipeline to the Head of Member Engagement.

### 2 Generate & close new sales opportunities (to non-members)

- Identify prospective businesses suitable for new sponsorship opportunities, ensuring focus is on acquiring new clients rather than targeting existing members.
- Initiate contact via phone, email, or other channels to introduce HTA marketing opportunities to prospective, non-member businesses.
- Respond to queries promptly and escalate to colleagues when guidance is required.
- Share leads with colleagues to ensure coordinated approach and avoid duplication.
- Maintain accurate records of all interactions.

### 3 Develop & manage client relationships

- Identify key decision-makers and engage to understand their marketing needs.
- Recommend appropriate HTA sponsorship solutions that align with client goals.
- Manage ongoing communication to optimise client engagement and uncover additional opportunities.
- Record all client interactions in CRM and maintain up-to-date contact information.

### 4 Negotiate & close sponsorship deals

- Present sponsorship and advertising options to prospects.
- Recommend improvements to packages to maximise mutual value.
- Liaise with Head of Member Engagement or Events Manager if adjustments to packages or pricing are required to close deals.
- Ensure all agreements are recorded and invoiced accurately.

### 5 Coordinate with internal teams to deliver client agreements

- Provide agreements to Events and Marketing Teams to administer.
- Monitor delivery of sponsorship packages by liaising with the internal teams and the client to ensure client expectations are met.
- Maintain regular contact with stakeholders throughout delivery to provide excellent customer service.
- Confirm accurate recording and invoicing of all sold opportunities, in collaboration with relevant teams.

### 6 Support Lead Generation for HTA Membership

- Identify prospects or contacts that may have interest in HTA membership.
- Refer prospective leads to the Member Engagement Managers (MEM) team so they can follow up.

### 7 Manage diary, appointments, and CRM records

- Prioritise tasks and allocate time effectively.



- Use HTA systems (Teams, Office, Dynamics CRM) to schedule and record all client interactions.

### **Essential Qualifications, Experience & Skills**

- Proven track record in sales, ideally 2+ years in event, media, or sponsorship sales
- Demonstrated success in achieving or exceeding revenue targets
- Strong commercial awareness and business acumen
- Fluent in verbal and written English
- Excellent communication, negotiation, and presentation skills, able to engage and build effective relationships with individuals from a range of organisations and at various levels of seniority
- Highly organised and able to manage a sales pipeline independently
- Confident, calm, and professional on the phone and in meetings
- Resilient and able to overcome objections or setbacks
- Proactive, collaborative, and supportive of colleagues, promoting a positive team environment
- IT literate, with experience in MS Office (Outlook, Word, Excel) and CRM systems
- Self-motivated, results-driven, and able to work autonomously

### **Desirable Qualifications, Experience and Skills**

- Previous experience in a membership organisation and understanding of membership engagement activity
- Previous experience within a sales environment within the Horticulture industry, used to sales targets and driving increase income