SportTechie Sales Planner

SportTechie is the world's leading publication devoted to the burgeoning intersection of sports and technology. Grown by a team who felt there was a lack of attention being paid to the technological shifts in the sports industry, SportTechie analyzes and illuminates the growing number of ways technology is evolving the sports industry.

After several years of growth we are proud to now expand our team to pursue an array of exciting opportunities. Thus, we are looking for a talented and dedicated Sales Planner who can take the reins of SportTechie's diverse client needs.

The Job

We are seeking a Sales Planner who is an ideator and entrepreneur at heart. This role will cover a wide array of needs and opportunities that we currently face and will encounter as a growing startup media company. One day you may be figuring out how to best plan a thought leadership event for a Fortune 500 sponsor and the next you might be focused on creating a digital advertising proposal to meet a RFP deadline for a potential client. Success in this role will require you to use a diverse set of skills to meet our growing client needs and will be measured by retained and upsold clients.

The Sales Planner will be empowered to:

- Manage SportTechie's sold sponsorship and advertising campaigns to ensure complete execution and increase client retention and upselling opportunities
- Provide clients/sales with any necessary campaign reporting
- Work closely with Sales to optimize campaigns to meet performance objectives and client retention
- Daily communication to manage ongoing pre and post sales process
- Proactively monitor and manage campaign performance and delivery goals, escalate delivery issues as necessary
- Coordinate the execution of branded and sponsored content with freelancers and the SportTechie editorial team
- Effectively manage all simultaneous campaigns with continuously rolling schedule that is shared with SportTechie Sales, Editorial and Management team
- Support Sales in planning, executing and monitoring the campaigns sold across our site, social channels, newsletters and overall content
- Provide optimal client service support for assigned advertisers and agencies by creating and trafficking accurate campaigns in ad delivery system and implement any necessary creative changes or optimizations

- Serve as first point of contact for client inquiries and set up kick-off calls in preparation of new campaigns

What we are looking for in candidates:

- A creative entrepreneurial spirit who truly wants to join a team of builders
- 2-3 years' experience working at a media agency or publisher managing a brand's digital advertising strategy and client campaigns
- Preferably have experience working with Fortune 500 clients in Technology or Sports
- Incredible organizational and communication skills
- Experience with ad serving and monitoring tools and platforms; i.e. Google DoubleClick
- Well versed in Microsoft Office, Excel, Powerpoint and Word
- Experienced with CRMs
- Proactive and engaging, with a positive approach towards problem-solving
- Strong understanding of digital media, SEO, social media and online content strategy
- Someone who can productively work from a home office
- Writing skills and an editorial background are a huge bonus

Job Location

- Work remotely with consistent daily communication with the SportTechie team

Compensation

- Competitive salary
- Benefits
- Commission
- Participation in employee stock option plan

How to apply - info@SportTechie.com

Email us these three items:

1. A cover letter or descriptive email detailing your interest in this job and why you are the perfect fit
2. Resume with references
3. Your top three examples of successful client campaigns you have managed that demonstrate why you will excel as our Sales Planner

Note: Please don't be shy about demonstrating personality, knowledge of sports and technology and genuine enthusiasm for filling this crucial role on the SportTechie team.