



Brand Partnerships Manager – Scripted Division

Based: London

Reports to: Directors – Scripted Division (Dylan Hearn, Kat Gosling and Sarah Stephenson). *MD when recruited*

Division/Group Overview:

London based Entertainment and Scripted Management Company “Troika” represents over 300 clients ranging from UK national treasures to global screen stars and breakthrough Hollywood talent. Founded in 2005, the division consists of a team of experts with a wealth of experience in entertainment, scripted drama and comedy.

Job Purpose:

The Brand Partnerships Manager is responsible for identifying commercial opportunities for a portfolio of Troika’s leading talent, creating branding and endorsement proposals and proactively approaching brands to create long term strategic brand and licensing partnerships.

We’re looking for a driven, focused and creatively minded individual with a passion for talent partnerships and a proven track record in this field.

The applicant should have 3-5 years’ minimum experience working with actors, presenters and comedians in a commercial capacity. They need to be able to build on their considerable existing relationships across high to mid-level opportunities.

This individual should be innovative and creative; overflowing with potential partnership ideas for our clients and excited to create partnership opportunities that are tailored to our individual clients’ passion and needs. You will work closely with Troika’s managers and contribute first hand to the growth and success of our clients’ careers

This is new role within this very successful division and there is a real opportunity to add value to a world class client list and be a leader in the field of branding and endorsements.

Key Responsibilities:

- Identify commercial partnership opportunities for each client, based around their positioning strategy and audiences – creating tailored sales presentations to take to brands / retailers / platforms / licensing companies in each area, supported with market research and audience metrics

- Proactively source complimentary long term partnerships proactively for each client, and develop new prospects to build a sustained, multi-million pound pipeline of opportunities
- Own the development, delivery and presentation of proposals for those clients, effectively packaging partnership opportunities
- Handle inbound briefs and opportunities for each client within the portfolio, negotiating up to the best possible deal, based on client's long term objectives
- Research the market proactively to ensure we continue to identify partnership opportunities around our clients, that deliver against the marketing objectives of brands
- Attend activation days once deals are struck, to strengthen relationships with existing brand partners, ensure successful delivery and growth of campaigns, and to upsell new ideas and drive repeat business

Person Specification:

- Proven sales history selling content and talent partnerships to brands, exceeding targets, and delivering stand out long-term partnerships proactively on a regular basis
- Excellent sales and negotiation skills, ability to pitch secure and negotiate deals from conception through to completion with senior decision makers
- Ability to communicate at all levels – both in written and verbal form
- Experience in bringing partnership opportunities and concepts to life through high impact presentations, as well as applying audience insight, case studies, context and research to sales proposals
- Extensive existing network of senior decision maker contacts across brands, advertisers, and agencies
- A passion for film and TV
- Positive attitude with plenty of energy and enthusiasm
- Applicants must have the right to work within the UK.