

BUSINESS DEVELOPMENT MANAGER

Salary: £30,000 per annum

Hours: 40 per week

Location: Sunderland Software Centre

Sunderland Live are the people behind some of the biggest and best-loved events in the North East's calendar.

Formed in April 2013 Sunderland Live have taken on the mantle of delivering a city-wide programme of award-winning events that is establishing Sunderland regionally, nationally and internationally as a leading destination for events.

With their expertise and experience the Sunderland Live team are the people to deliver showcase spectacles including the Sunderland International Airshow and the Sunderland Festival, and provide expert support to their partners.

Sunderland Live are seeking an energetic, experienced Business Development Manager to join the team and have responsibility for the development and delivery of the Business Development Programme that includes Sales, Marketing and Relationship Management as well as contributing to the development of new events and activity.

This role will include:

- Expansion of Business Partnership Programme
- Raising profile of Sunderland Live as an Events Company
- Supporting the development of Sunderland Live events with commercial packages
- Developing documentation/resources for pitches to sponsors/commercial sponsors
- Developing the website in relation to commercial and sponsorship activity
- Developing a strategic annual PR plan
- Developing a sales strategy
- Considering other Business Development opportunities

Interested applicants should apply in writing or by email with CV to:

Zoë Channing, Head of Event Development, Sunderland Live, Sunderland Software Centre, Tavistock Place, Sunderland SR1 1PB.

zoe.channing@sunderlandlive.co.uk

Closing date: 5pm Monday 14 April 2013

Interviews: w/c Monday 21 April with a view to starting as soon as possible on or after 5 May 2014.

Further information on this post and all our events can be found at:

www.sunderlandlive.co.uk