

Are you a problem solver?

Do you like cricket?

Do you want to work for Pakistan's biggest sporting brand?

*We are looking for passionate individuals to join our team. Say hello and drop us your CV via email at **psljobs@pcb.com.pk***

*For more details on how to apply:
<https://www.pcb.com.pk/pcb-current-career-opening.html>*

REQUIREMENTS

- *Minimum three years of relevant sales, business development and stakeholder management experience*
- *Minimum Bachelor's degree (with preference for Masters/MBA) in a business or related field*
- *Strong existing advertising agency and corporate client relationship network*
- *Knowledge of the Pakistani advertising landscape and sports business preferred*
- *Excellent people skills, with the ability to interact effectively and in a professional, diplomatic, and mature manner with internal and external stakeholders at all levels*
- *High level of initiative and inner drive with a go getting attitude*
- *Strong presentation skills*
- *High level of proficiency in Microsoft Office (Powerpoint, Excel) a must*
- *Candidate must have excellent problem solving skills as well as excellent research, communication and presentation skills*
- *Possess creative and analytical skills, and works well in a cross-functional team across a matrix organization*
- *Candidate must be able to meet tight deadlines and work effectively in a high-pressure environment*

RESPONSIBILITIES

- *Service and manage existing PSL sponsors and partner relationships*
- *Co-develop and implement strategies to enhance sponsorship revenue through market research and data analysis with an emphasis on sales and face-to-face client management;*
- *Formulate and implement year-round activations strategy that ensures maximum exposure and engagement on both the partner and franchise side*
- *Work closely with PSL Head to achieve revenue goals set out for each season*
- *Formulate partnership marketing strategy that appeals to clients across businesses in Pakistan.*
- *Develop dynamic sales presentations for new business prospects; design proposals incorporating research of category dynamics and clear understanding of the prospective partner's marketing goals*
- *Follow up and ensure fulfillment of all partner related obligations and activations in association with PSL*
- *Establish strong relationships throughout partner companies*
- *Research and write business action plans to support new business directions*
- *Other related duties as required*