

Director, Partnership Activation

Acrisure Arena & Coachella Valley Firebirds Hockey Club

Palm Springs, CA

Description

OUR PURPOSE:

We are building a championship organization that serves our fans, community and business partners through world class sports and entertainment. We believe that our fans come first, great teams can achieve unimaginable results, honoring the Coachella Valley is our duty, and driving the business is our responsibility.

On June 2, 2021, ground was broken for Acrisure Arena, a world class, state-of-the-art music and sports venue. Located in the heart of the valley at the intersection of Interstate 10 and Cook Street, the new venue will offer a truly unique and intimate experience for concerts, sports, and other entertainment events. It will be host to over 100 event nights per year and will be the permanent home to the area's first winter sports franchise, the Coachella Valley Firebirds hockey team (AHL affiliate of the Seattle Kraken). Owned and operated by Oak View Group, Acrisure Arena is under construction now and is projected to open in Fall 2022.

POSITION SUMMARY:

We are looking for a proactive, detail-oriented, organized person with excellent communication skills and a desire to learn. The person in this position will work with internal departments and external stakeholders to provide partners next level service, brand expertise and sponsorship insights while advancing the big picture goals of the Corporate Partnerships department.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Lead the on-boarding, planning and execution of partners' contractual elements, including, but not limited to, pre-opening assets, traditional media assets, promotions, in-arena activation, hospitality, experiential, and community programs for all corporate partners.
- Oversee the development and delivery of effective and measurable sponsorship platforms for all partners by managing expectations, communicating timelines, and ensuring contractual asset fulfillment.
- Review promotional concepts, including evaluation and approval of promotional programs, rules, artwork, and in-market supporting media. Coordinate all these aspects internally and externally.
- Lead the efforts to create final product of Proof of Performance, Mid-season and End of Season recap decks. Work with partner to set goals, track performance, adjust as necessary and ultimately maximize ROI of activation programs.

- Constantly strategize across all Coachella Valley Firebirds departments and OVG and have high impact conversations with partners to ensure activation department over-delivers.
- Identify and conceptualize ideas for existing and potential corporate partners
- Lead other special projects and events as requested by leadership.

REQUIREMENTS:

- 5 -7 years of relevant work experience.
- Bachelor's degree in business, sports administration, marketing or another related field or an equivalent combination of education and experience in the field.
- Previous activation and account management experience with a professional sports team and/or sport marketing agency.
- Strong personnel management, communication, time management and organizational skills with proven ability to multi-task and manage projects on strict deadlines.
- Creative problem solver with the ability to quickly understand brands/partners' business models and how to grow their business.
- Proficiency in Microsoft Office Suite, Salesforce, Adobe Creative Cloud.
- Ability to effectively communicate both orally and written with proven ability to correctly use punctuation and grammar.
- Must be able to work in a fast-paced environment and ambiguous environment; handle multiple tasks with the ability to reprioritize and shift priorities quickly.
- A high degree of personal integrity and consistently put the interests of the organization first.

WORKING CONDITIONS:

- Minimal Travel (<10% travel): May be required to travel very infrequently. Trips may require air travel and/or overnight stay away from home for one or more nights.
- Must be able to work a flexible schedule inclusive of weekends, nights and holidays required.
- This position may require the individual to have access to confidential records and information.
- To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.
- Professional business attire and appearance.

Interested, qualified candidates are invited to apply by submitting their resume using Contact information provided below.

Oak View Group

Oak View Group is a sports and entertainment company engaged in a wide variety of activities, including arena development, facility management, arena and stadium alliance, sponsorships and partnerships, security services, publications, conferences, and consulting. The company, privately held, is headquartered in Los Angeles, California with offices throughout the world.

Vaccination Statement

We are committed to ensuring all of our buildings and office locations are the safest in the world for artists, teams, employees, and fans. Thus, OVG requires Covid-19 vaccinations of all employees, sub-contractors, and vendors.

EEO Statement

Oak View Group is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis (“protected class”) including, but not limited to veteran status, uniform service member status, race, color, religion, sex, national origin, age, physical or mental disability, genetic information or any other protected class under federal, state, or local law.

To Apply

<https://recruiting.paylocity.com/Recruiting/Jobs/Details/908815>