



Job Title: Director of Partnership Marketing
Department: Corporate Partnerships
Reports To: Vice President of Partnership Marketing
Type: Full Time
FLSA Status: Salary, Exempt
Prepared Date: 3/3/2022

SUMMARY

When you join Seattle Sounders FC, you join a soccer-loving, socially progressive, ambitious club rooted in the best soccer city in America. Here we average nearly 40,000 fans per match, maxing out with more than 69,000 fans when we won the 2019 MLS Cup on home soil. We exist to create special moments like these, where we enrich lives and unify our fans and city through soccer.

This individual will be someone passionate about sales and focus on leading a team responsible for generating new business revenue through sales of suites, premium seating, and hospitality packages. In addition to being a driven, self-motivated, and experienced revenue generator, they will lead the creation of sales campaigns and drive all department efforts surrounding lead generation, prospecting, cold-calling, and scheduling face-to-face meetings with prospective clients. This role will manage a sales team responsible for achieving and surpassing assigned department revenue goals through a strong, detail-oriented and positive leadership approach.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Partnership Marketing Fulfillment & Retention

- Responsible for overall day-to-day account management including contract activation and fulfillment, strategic direction, and budget for assigned marquee corporate partners
- Accountable for retention as well as presenting incremental opportunities for existing partnerships including contract amendments and renewals
- Plan and coordinate activation strategies and calendars for assigned partner accounts
- Effectively manage the following core fulfillment responsibilities:
 - Match-day execution (on-site activations, in-match promotions, stadium giveaways, presentations, and hospitality)
 - Coordinating media elements (television, radio, streaming, digital and social media)
 - Events/promotion execution (retail marketing initiatives and non-match day/community events and appearances)
 - Partner signage
 - Coordinating tickets, merchandising, and hospitality elements
- Enter and maintain all partner elements in inventory spreadsheets or CRM
- Advanced knowledge of inventory, league guidelines and internal processes
- Ability to work on multiple complex projects simultaneously
- Create and present recaps as necessary for all assigned partners
- Proactively develop new ways to establish strong relationships with assigned corporate partner accounts. Anticipate the needs of partners and communicate accordingly.
- Strategically brainstorm ways to activate partnership assets to meet client goals that uniquely engages Sounders FC fans.



- Proactively participate in Partnership Marketing team operations, including team meetings, assisting colleagues with events, promotions, hospitality, and shared responsibilities on match days

Supervisory Responsibilities

- Will supervise two members of the Partnership Marketing team
- Will assist VP of Partnership Marketing in supervising, scheduling, and programming the duties of any temporary or part-time staff, including interns and fellows

Cross Functional Responsibilities

- Marketing and Communications department liaison, including collaboration in weekly meetings on corporate partner contractual assets, ideation, marketing strategies, matchdays, planning, processes, promotional concepts, etc.
- Manage the creative submission process to Major League Soccer Players Association for the Rule of 4 / Group Licensing Agreement
- Assist with finance duties as needed

Match Day Operations

- Manage and oversee all aspects of matchday operations on behalf of the corporate partnership department including but not limited to:
 - Stadium operations
 - Staffing
 - On site activations
 - Promotional giveaways
 - Photography
 - Game Presentation
 - Hospitality

Corporate Partnership Sales Team Support

- Collaborate as needed with Sales team regarding objectives, strategy, and direction of shared partnerships
- Assist in providing research or supporting information for Corporate Partnerships Sales team when applicable, including conceptualizing creative and innovative partnership opportunities
- Create, operate, and/or lead presentations during partner meetings

QUALIFICATIONS

- 8+ years of related experience, preferably in sponsorships/client services, sports/event marketing, agency, or media
- 1 + years' experience managing a high-performing team
- Command of basic accounting principles to create recaps and manage budgets
- Consistently displays a high level of attention to detail and strong organizational skills to prioritize projects and responsibilities
- Dynamic, approachable personality with demonstrated relationship-building skills
- A strategic thinker who can assess the long-term implications of current choices and decisions



- Excellent written and verbal communication skills, including the ability to proactively communicate with clients, C-Level executives, co-workers, and vendors to manage tight timelines and solve problems
- Ability to successfully function at a high level in a fast-paced environment
- Innovative and creative thinker, who can contribute ideas and participate in marketing efforts in the department and across the organization
- Energy, enthusiasm, and eagerness to chip in and influence at all levels
- Committed to living the Sounders FC Mission to *Create Moments, Enrich Lives, and Unify Through Soccer*, as well as club values in all interactions with teammates, partners, vendors, and fans

WORK ENVIRONMENT

- This position will primarily work from home for 2022 but will be expected to work Sounders FC matches at Lumen Field, events, and meetings in market as needed
- Ability to work all home Sounders FC match days, non-traditional hours, including evenings, weekends, and holidays.
- Employee must reside within Washington state upon date of hire.
- Employee must be able to set up partner and match day promotional and event programs. Promotional setup often requires carrying moderate sized promotional materials or boxes, so employee must be able to lift and carry up to forty (40) pounds.
- Must be fully-vaccinated at the time of hire and follow all club and league COVID-19 protocols.

EQUAL EMPLOYMENT OPPORTUNITY

We celebrate our inclusive work environment and welcome members of all backgrounds and perspectives. Women, gender-nonbinary, people of color, LGBTQIA+ people and people with disabilities are encouraged to apply. Please contact the Sounders HR department with any questions.

The physical demands reflective of the duties and work environment herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Sounders FC is committed to providing Reasonable Accommodations and will work with you to meet your needs.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.