

ABOUT ELEVATE SPORTS VENTURES:

Elevate Sports Ventures is a best-in-class sports, entertainment, and brand agency that provides proven and innovative solutions in hospitality and partnership sales, marketing, data and analytics insights, and brand representation to organizations across the global sports and entertainment landscape. Formed in partnership between the San Francisco 49ers, Harris Blitzer Sports & Entertainment (HBSE), Oak View Group (OVG), and Ticketmaster/Live Nation in 2018, Elevate is spearheading the most prestigious and dynamic new stadium and redevelopment projects in the world, including the Seattle Kraken's Climate Pledge Arena, the New York Islanders' UBS Arena, and Co-op Live in Manchester, England. Highlights among 30+ other clients and current projects include the USGA, USTA, St. Louis CITY SC, FIFA World Cup 2022, and EuroLeague Basketball.

DIRECTOR, ELEVATE INSIGHTS – OVERVIEW:

Elevate is seeking a Director to join Insights, our internal strategy and management consulting arm. This role will have a particular focus on leading sponsorship valuation and brand measurement efforts in service of our full roster of team, venue, and brand clients across the global sports industry.

We are looking for an exceptional leader with the abilities to both (1) analyze complex datasets, then (2) tell the story underlying the data in a clear, concise, and compelling manner. In this role, we are specifically seeking someone with a deep knowledge of sponsorship valuation and brand measurement delivery - i.e., media performance tracking (across linear, social, digital, and OTT/streaming), social listening, brand perception surveys, and more - from both the team and brand perspectives. The perfect candidate possesses experience working on both sides of the table.

Insights helps leaders across the NFL, NBA, MLB, NHL, MLS, and other global associations and events use fan-centered, data-driven analytics to make high-impact decisions. Does Insights - and, in particular, this role - sound like a fit? We would love to meet you if so as we continue to grow our business.

RESPONSIBILITIES:

- Lead sponsorship valuation and brand measurement engagements on behalf of teams, venues, and brands
- Lead general strategy engagements to help our clients improve top line revenues, business efficiency, and fan experience
- Build custom financial and analytical models to support business performance and deal negotiations
- Present findings and recommendations to client leaders - e.g., Team Presidents and CROs, Brand CEOs, etc. - using clear, concise, and compelling presentations that you build from start to finish
- Collaborate daily with a diverse, multi-talented team with high standards at a fast pace

QUALIFICATIONS:

The qualifications listed below represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

A. Education and/or Experience

- 6+ years of experience in a sports-specific role focused on sponsorship valuation and brand measurement; experience can include team operations, brand representation, management consulting, and/or consumer technology
- Experience in:
 - Creating and administering brand perception and campaign impact surveys (required)
 - Building sophisticated financial models in Excel (required)
 - Building fan-centered, strategy-driven surveys (required)
 - Creating beautiful presentations in Google Slides (required)
 - Creating easy-to-digest Tableau visualizations (preferred)

- Creating images in Adobe Photoshop / Illustrator (bonus)

B. Knowledge/Skills/Abilities

- Ability to ask the right questions, think strategically, and make recommendations
- Ability to analyze complex datasets and problems, then present your findings through powerful storytelling (via spoken and presentation formats)
- Ability to multi-task with concurrent projects and prioritize under pressure of deadlines
- Ability to develop frameworks and project management tools to guide project approach, timelines, reporting, and decision-making
- Proven track record of developing and maintaining highly collaborative, cross-functional relationships with internal teammates and external clients
- Proven to have a big motor, an entrepreneurial spirit, and a strong sense of ownership over your work
- Deep knowledge of media performance tracking across linear, social, digital, and OTT/streaming

This position is open to all qualified candidates. If you need assistance or an accommodation due to a disability in connection with the application process, you may contact us at HR@elevatesv.com.

We are proud to be an equal opportunity/veterans/disabled/ LGBT employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment is decided on the basis of qualifications, merit and business need, without regard to race, color, religion, gender, sexual orientation, national origin, disability status, protected veteran status, genetic information, or any other characteristic protected by applicable law.