

Position Summary

The Senior Corporate Partnerships Activation Manager will deliver value to Philadelphia Eagles partnerships through managing the day-to-day business relationship and implementation of all contractual partnership deliverables. The primary focus is to clearly demonstrate return on partner business objectives in order to ensure maximum partnership retention and renewal rate for our sponsors. The overall goal is to build and strengthen our Corporate Partner relationships by creating and executing a strategic activation plan that meets the key objectives of our partners.

Reporting Relationships

The Senior Corporate Partnerships Activation Manager will report to the Director of Partnership Activation and work closely with the Corporate Sales team and other Corporate Partnership Activation team members of the Philadelphia Eagles.

Position Responsibilities

- Manage assigned partners and top tier accounts, including several “founding level” partnerships.
- Serve as the day-to-day contact for execution and fulfillment of assigned Corporate Partner contracts.
- Partner with day-to-day corporate contacts to develop and deliver effective and measurable marketing partnership platforms, by managing expectations, communicating timelines, and ensuring contract fulfillment.
- Use variety of methods and resources to creatively engage with, and enhance partner relationships, using industry knowledge and brand awareness to create business opportunities.
- Develop new and innovative activation concepts, in conjunction with assigned Corporate Partners, providing measurable benefit to each individual organization based on stated needs and objectives.
- Lead the planning and execution of all assigned partners' contractual elements, including traditional media assets, digital and social platforms, in-market promotions, in-stadium activation, hospitality, experiential, and community programs.
- Provide legendary customer service to all our Eagles Corporate partnership family.
- Develop and execute pre-season planning sessions, action plans and all marketing, media, social, digital community relationships, promotions and events for assigned accounts.
- Generate and present annual activation strategic plans, season recaps and video recaps for all partners assigned. Focus on providing measurable metrics that demonstrate ROI for our Corporate Partners.
- Manage tracking and reporting ROI and KPI's of partnership initiatives & objectives.
- Create a 365 day Activation Plan for each Corporate Partner assigned.
- Identify added value and up-sell opportunities for existing Corporate Partners.
- Collaborate with sales team on the development of new sales opportunities.
- Strive to achieve or exceed organization and department renewal and incremental revenue objectives.
- Organize, schedule, and coordinate events, receptions, hospitality and tickets per Partnership agreements.
- Attend and participate in weekly departmental Corporate Partnership team meetings, game-related marketing and weekly activation meetings.
- Be knowledgeable of corporate partner's business and industry.
- Manage corporate partners' expectations on Eagles processes, timelines, approvals and deadlines.
- Partner with internal Eagles departments including, Marketing, Social and Digital, Community Relations, Marketing, Communications, Premium, Ticket Operations to create a broader activation platform for corporate partners.
- Assist in general responsibilities with the Corporate Partnership Activation area, including planning and executing of assigned Corporate Partnership Department events, gameday activities and promotions.
- Perform additional responsibilities as assigned from time-to-time by Senior Leadership.

Qualifications

- Bachelor's degree required.
- Minimum of 7+ years in a marketing position with a consumer brand, agency, media/sports property or similar account management position in a pro-sports team is preferred.
- Excellent verbal and written communication skills with an emphasis on business writing skills.
- Demonstrated ability to be strategic, creative, and solutions-oriented with strong knowledge of sales & marketing principles.
- Strong project management skills focused on organization, time management and planning.
- Ability to meet tight deadlines and work well under pressure.
- Experience at developing activation marketing plans, promotions, presentations, and proposals required.
- Strong organizational skills, time management skills and attention to detail required.
- Ability to prioritize and manage multiple tasks/projects and support multiple high level executive positions.
- Ability to develop relationships with existing and potential corporate clients.
- Ability to work collaboratively with a group of highly motivated individuals, and be an independent thinker.
- Able to interface with colleagues, senior executives, and clients effectively and personably, recognizing the need to adjust communication style accordingly to the audience. Some event and/or facility management and promotions experience is required.
- Ability to work independently without supervision, be self-directed and demonstrate initiative.
- Ability to take direction without follow up.
- Ability to work collaboratively with others whom you have no direct authority over.
- Strong teamwork and team synergy skills required.
- Excellent ability to establish rapport with others and ability to build strong interpersonal relationships.
- Exhibit good judgment and decision-making skills.
- Availability and willingness to work extended hours, including nights, holidays and weekends and be on-call, as necessary.
- Willingness to work a flexible schedule based on the changing priorities of the department.
- Proficient in Microsoft Office, Outlook, Excel, Word, CRM and other related computer skills required.
- Must have access to a vehicle as travel is part of the position.

Desired Competencies

Personal Accountability - Not afraid to make tough decisions, gains input from others and moves decisions forward in the organization; accountable for actions.

Integrity & Values - Can be trusted to act in a manner that is truthful and values direct, honest communication at all levels of the organization.

Interpersonal Confidence - Strong interpersonal skills; can effectively communicate and relate to all levels within and outside the organization; creates and builds positive and productive relationships.

Results Oriented - Drives the team and the organization for results to improve bottom line performance; able to make timely or planned decisions appropriate to the circumstances or situation.

Adaptability - Responds quickly and effectively to changing trends and circumstances; embraces change and welcomes fresh perspectives; learns from past mistakes and adjusts accordingly.

Managing Processes - Ability to manage appropriate steps to get projects completed; has strong abilities to organize people and processes; can create a plan for resourceful workflow.

Organizational Ability - Can manage people and resources to get projects completed; has a strong ability to multi-task and keep order.