



Manager of Social Responsibility

POSITION OVERVIEW

This position is responsible for strategy, program development, implementation, execution and promotions tied to Seattle Storm community goals and objectives. This role helps to drive tangible organizational goals for giving back, fundraising, youth outreach and much more. The scope has a particular focus on creating and managing programs that positively impact historically marginalized/underserved youth. The position also has an emphasis on supporting the Corporate Partnership department with programming and strategic community partnerships. Through this work you will help to drive brand awareness and relevancy in our community for both the Seattle Storm and the WNBA. You will also have the chance to create once in a lifetime opportunities for youth.

ESSENTIAL RESPONSIBILITIES

- Develop an annual strategic plan based on KPI's and business goals for the department
- Manage, maintain and grow external community relations and partnerships
- Develop new strategic campaigns, programs and relationships that grow the Storm community presence and impact
- Lead major initiatives including Force4Change programming, StormCares activation, Ball4All youth basketball, StormAcademy, theme night promotions, and others as developed by the owners, Storm leadership team or the WNBA
- Maintain and grow non-profit relationships
- Work directly with Storm partnership team and their partners to execute community programs, both existing and new
- Work cross-functionally with Storm Marketing and PR teams to generate awareness for both Storm and Corporate Partner community programs, including but not limited to, press releases, photos, videos, social media, broadcast and media coverage
- Work proactively with the ticket sales department to leverage community programs, events, and appearances into sales opportunities
- Optimize and efficiently manage all auction and donation requests and communication
- Lead strategic complimentary ticket outreach programs including summer reading, school incentives, and others
- Manage all league community initiatives and act as the primary liaison between the league Social Responsibility team and Seattle Storm front office
- Develop and manage SR budget
- Prepare, track and maintain reports, recaps and analysis for all programming and initiatives
- Oversight of Social Responsibility, StormCares, and Force4Change pages on StormBasketball.com
- Promote and report on events and appearances to all stakeholders; internal and external
- Serve as an organizational spokesperson for SR programs, events and promotions
- Work with Seattle University on the brand new fellowship program, including hiring and managing an MBA student within the department

- Work with appropriate liaisons to manage community player/coach appearances and autograph signings
- Champion Storm employee volunteer program
- Ability and willingness to work night and weekends for all Storm home games as well community events

REQUIRED SKILLS, EXPERIENCE AND ABILITIES

- 3+ years of relevant experience in community program development and execution
- Work in professional, minor league or collegiate sports is preferred
- Experience working with non-profits and youth programs
- Business strategy and planning is a must
- Organized, analytical with sharp attention to detail and excellent follow-through
- Enjoys working in a team environment but can also work independently to get projects completed
- Excellent written and oral communication skills
- Proven relationship-building skills; positive and outgoing personality
- Proven ability to multi-task, prioritize and problem solve
- Ability to strategize, plan, and execute programs with willingness to roll-up sleeves and be hands-on
- Team oriented, willing to jump in and contribute where needed, beyond job description
- Passion for sports and women's basketball
- Flexible schedule; must be able to work evenings, weekends and holidays
- Experience in fundraising
- Bachelor's degree in related field
- Ability to coach kids and/or run basketball drills and clinics/camps is a plus
- Must be able to lift 25lbs and have a valid driver's license

Key Characteristics:

Passion for giving back, working with youth and other community leaders, enthusiastic, creative, innovative, smart, persistent, likeable, respected, professional, resilient, solutions-oriented, driven, self-starter, honest, multi-tasker, level-headed, organized, with a talent for making connections and relationship building.

This position reports to the SVP of Corporate Partnerships and Social Responsibility.