

JOB DESCRIPTION

DIRECTOR, NEW PARTNERSHIPS

PITT SPORTS MARKETING

SUMMARY

JMI Sports is seeking an experienced sales leader who can conceptualize, develop and secure key corporate sponsorships, marketing and digital media partnerships with companies wishing to maximize their relationship with the University of Pittsburgh athletic department. The right candidate will work with the property sales team to increase account coverage and develop innovative opportunities for collaborative sales and overall property success. Strong relationships with C-level corporate decision makers is critically important. Must be extremely comfortable in a fast-paced, entrepreneurial environment. This full-time position is located in Pittsburgh, PA.

RESPONSIBILITIES

- Research and identify industries and organizations to solicit for sponsorship of targeted events
- Conceptualize and develop new revenue streams for the athletic department
- Create conceptual sponsorship packages including athletics inventory to maximize exposure and results for sponsors
- Develop and maintain relationships with top brand decision makers and their advertising agencies
- Secure and conduct face-to-face sales meetings by leveraging relationships as well as through cold calling
- Strategize, develop and create sponsorship and marketing presentations
- Negotiate and close sponsorship deals and work with legal counsel through contract execution
- Create financial analysis of sponsorship deals detailing gross fee, activation costs and net sponsorship
- Oversee industry and competitive analysis to highlight category trends and competitive dynamics
- Monitor productivity/quotas of sales staff and manage direct reports in achieving and exceeding goals
- Supervise New Partnerships account management team to ensure proper delivery of all promised benefits
- Establish best practices and implement effective and competitive sales strategies
- Assist in the planning, implementation and sales of a digital network

QUALIFICATIONS

- 8-10 years successful and creative sponsorship sales experience
- Key relationships with senior level marketing executives with national/regional brands
- Knowledge of sponsorship programs that include content development and distribution for radio, television, websites, digital and social media
- Understanding of sponsorship sales, event marketing and activation, as well as media/advertising buys
- Understanding and appreciation for university and state procurement procedures and policies
- Experience in developing, pricing and managing sales of bundled assets
- Excellence in pitching, negotiating and closing six and seven figure sponsorship deals
- Ability to communicate value of sponsorship vs. pure media as a marketing solution
- Ability to develop creative proposals that meet and exceed potential partners' needs
- Ability to establish and maintain cooperative relationships at all levels within a major university athletic department



- Success quickly earning trust, developing strong peer level relationships and working in a team environment
- Demonstrated experience with technology integration
- Excellent skills with standard office software including the Microsoft Office Suite and Adobe Acrobat
- Ability to recruit, manage, motivate and retain top-notch sales talent
- Applicants with KORE experience is preferred

ABOUT JMI SPORTS

JMI Sports is a full-service collegiate marketing firm providing the highest quality management of athletics multimedia rights, working hand-in-hand with each partner in the pursuit of their success. The company serves to maximize each clients' economic potential through customized marketing and branding initiatives. JMI Sports manages an impressive list of signature partnerships including the University of Kentucky, Rupp Arena at Central Bank Center, Clemson University, the University of Pennsylvania, the University of Pittsburgh, Harvard University, and joint-venture properties of the University of Georgia and Columbia University (with Learfield IMG College), and University of Notre Dame (with Legends). JMI Sports also represents several high-profile conferences including the Ivy League, the Mid-American Conference, the Mountain West Conference, the Southern Conference and the Patriot League. Additionally, JMI Sports holds Total Campus Marketing rights in partnership with the University of Kentucky and Clemson University. Founded in 2006 by Erik Judson and technology entrepreneur John Moores, former owner of the San Diego Padres, JMI Sports is also a highly regarded project manager for the development of collegiate and professional sports facilities.

ABOUT PITT SPORTS MARKETING

JMI Sports was recently awarded official multimedia rights as the corporate sponsorship partner of the University of Pittsburgh Athletic Department. Operating as Pitt Sports Marketing, our team works as an extension of Pitt to expand partnerships with corporate sponsors and enhance multimedia platforms, highlighting Pitt's remarkable athletic programs. The Panthers rich athletics history, originally established in 1869, currently supports 19 varsity sports and boasts national championships in Football (nine) and Basketball (two). The Pitt Sports Marketing team is focused on building valuable long-term relationships between the University and its partners to achieve the unique and multi-faceted business objectives of each company. Our team approaches sponsorship solutions with creativity, customizing marketing opportunities to help our clients activate sponsorship opportunities that support their goals enhancing the fan experience at athletic events.

COMPENSATION

JMI Sports offers competitive salary, commensurate with experience, and a generous benefits package that includes: medical, dental, vision, life and disability insurance, paid vacation and 401k plan.

JMI Sports is an Equal Opportunity Employer seeking diverse, qualified candidates to join our team.