



Vice President, Strategic Partnerships

Summary:

The Vice President, Strategic Partnerships, will develop and grow long-term corporate revenue through strategic partnerships. These strategic partners will help drive the future fan experience at Nationals Park across all aspects of the customer journey. The Vice President will develop strategic relationships with senior-level executives at key strategic partner companies and use a consultative approach to collaborate on solutions and drive value for both the Nationals as well as the strategic partner's business.

Reporting to the EVP, Business Operations, the Vice President, Strategic Partnerships, will be an experienced manager and effective story teller. He or she will infuse energy and creativity into the organization and develop innovative corporate partnerships to drive long-term enterprise value across the Nationals' core business lines.

A highly respected and recognized brand, the Nationals partner with prominent and visible sponsors both regionally and nationally. The Vice President, Strategic Partnerships, will need to have a deep understanding of our current and potential clients' business structure and develop a mutually-beneficial partnership across both B2B and B2C clients, especially in emerging industries (e.g., technology and data-focused). Long-term relationship building in a consensus-driven manner will be paramount. The Vice President will also embody the philosophy that the more evident and concrete the ROI, the greater the sustainability and long-term success are for partners. As such, the Vice President will need to understand and convey marketing, advertising, brand, and media analytics from the client's perspective.

Understanding the Nationals brand and how to elevate it in the eyes of corporate partners will be essential, especially within emerging industries and with new technologies. Further, the Vice President will possess a holistic stewardship philosophy as a manager and leader within the organization and be a compelling brand ambassador for the entire Nationals organization.

Essential Duties and Responsibilities:

- Lead corporate revenue generation in complex, strategic partnerships, especially within emerging industries or with new technologies.
- Lead the development and implementation of strategic plans consistent with company business objectives as well as review and evaluate market research and analysis to assess performance against plan.
- Where needed, represent the Club's interests with major sponsors and collaborate with the EVP, Business Operations and Vice President of Corporate Partnerships to negotiate contracts with these business partners.
- Identify and target potential corporate sponsors that align with the Nationals brand and long-term business plan.
- Oversee marquee sponsorship prospecting strategies, especially those that require broad stakeholder alignment across the Nationals' and partner's business.

- Possess a deep understanding of P&L structures and how to construct a partnership that balances revenues and costs to maximize return for the Nationals across all business lines.
- Be the driving force in the development of the work ethic, culture and values of the strategic partnerships group, through personal example, and to establish the style and approach which will characterize the company's dealings with customers and the marketplace.
- Recruit, manage, train and motivate direct and indirect reporting staff according to company policies and procedures.

Requirements:

Minimum Education and Experience Requirements

- Bachelor's Degree and MBA required.
- Minimum of 8 years' experience in management consulting and/or business development.
- Sports/Entertainment, hospitality, or consumer industries experience (including as a consultant) preferred.

Knowledge, Skills, and Abilities necessary to perform essential functions

- Creative and flexible strategic planning: Able to build and implement a strategic plan and quickly adapt that plan as new opportunities and challenges emerge using advanced problem solving and process improvement.
- Action oriented: Able to move planning to action and navigate the complexities of implementation, especially within broad strategic partnerships that affect multiple departments within the Nationals' organization.
- Customer focused: Responsive to the needs and interests of a broad portfolio of corporate clients.
- Sales process and results oriented: Focused on authentic relationship development with senior-level executives, both at the partner and within the Nationals, to drive results in increase revenue
- Thorough knowledge of the Sports Industry and market conditions.
- Possess solid organizational and analytical abilities that allow for multiple project leadership, mentoring and decision-making.
- Strong people management skills required to lead and coordinate the activities of a small and strategic team.
- Possess excellent mediation and arbitration skills that allow for compromise and consensus building in structuring the partnerships.
- Ability to maintain good executive relationships.
- Excellent writing and speaking skills.
- Frequent weekend and/or evening work required.

Physical/Environmental Requirements

Office: Working conditions are normal for an office environment.

All applicants for employment at the Washington Nationals are required to be fully vaccinated against COVID-19 prior to commencing employment. Applicants who receive a conditional offer of employment will be required to produce proof of vaccination status prior to their first day of employment. Applicants with qualifying disabilities or bona fide religious objections, or who are pregnant, may be exempted from this requirement or otherwise accommodated if they are unable to be vaccinated.