



Corporate Partnership Activation Specialist

GO BEYOND THE IVY

Each brand stands as unique as the teams that drive them. We welcome you to learn more about us.

Our business is a team sport built on creating and delivering memorable experiences around Cubs baseball and other live events. In support of that effort, we expect associates to work primarily in our office, while also enabling some flexibility.

We remain committed to the health and safety of our associates, their families, our fans and community members. Consistent with that commitment and based on the evidence that vaccinations are the most effective way to prevent infection, serious illness and the spread of COVID-19, we require that all Cubs associates be fully vaccinated. Exceptions will be allowed only for those who need a reasonable accommodation for a qualifying medical condition or sincerely held religious belief.

JOB TITLE: Corporate Partnership Activation Specialist

DEPARTMENT: Marquee 360 - Corporate Partnerships

REPORTS TO: Assistant Director, Corporate Partnership Strategy

FLSA STATUS: Exempt

ROLE

The Corporate Partnership Activation Specialist will focus on internally developing and facilitating new ideas and concepts for new business prospects and renewal/upsell opportunities. This role will collaborate across the CP department, building out new concepts that meet and amplify partner marketing objectives, while also aligning with Cubs brand objectives. The Corporate Partnership Activation Specialist will not have specific partner responsibilities in order to fully focus on ideation development, and assisting the Asst. Director of Partnership Strategy.

RESPONSIBILITIES

- Focus on developing innovative ideas and concepts for current partners and new business prospects that meet and amplify prospect/partner marketing objectives, while also aligning with Cubs brand objectives
- Work closely with Account Managers, Account Executives, Sales Specialists, Marketing, and other internal departments to develop fully integrated ideas given partner needs and organizational objectives to ensure the greatest opportunity for success
- Stay up to date with key industry trends and opportunities that may be brought to current and potential partners to enhance and maximize asset utilization



- Develop presentation materials, videos, events, and communications to best serve current partners and get in front of new prospects
- Support to Account Executives and Account Managers in building proposals, ensuring a full understanding of partnership elements to be executed
- Assist the Assistant Director, Partnership Strategy on additional activation development activities as needed

REQUIRED QUALIFICATIONS

- Bachelor's Degree from an accredited 4-year university
- At least 3 years' experience in a strategic marketing, partnership or sales roles
- Demonstrated knowledge of partnership activation and marketing principles
- Ability to think creatively
- Ability to work collaboratively across multiple departments and disciplines simultaneously
- Ability to work a non-traditional schedule to include evenings, weekends, and holidays as needed

PREFERRED QUALIFICATIONS

- 1 – 3 years of experience in sports marketing and partnership activation offerings
- Experience with a professional sports property
- Experience with a sports/advertising/experiential marketing agency

Response Expectations:

Due to the overwhelming number of applications we receive, we unfortunately may not be able to respond in person to each applicant. However, we can assure you that you will receive an email confirmation when you apply as well as additional email notifications whether you are selected to move forward for the position or not. Please note, we keep all resumes on file and will contact you should we wish to schedule an interview with you.

The Chicago Cubs and its affiliates are an Equal Opportunity Employer committed to inclusion and employing a diverse workforce. All applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, disability, or other legally protected characteristics.