



TITLE: REVENUE+BRAND OPERATIONS ADVISOR
POSITION TYPE: Full Time, Exempt/Non-Exempt
COMPANY: Sharks Sports and Entertainment, LLC
LOCATION: San Jose, California
REPORTS TO: Vice President, Marketing
POSTING DATED: June 23, 2021

Summary:

Team Teal

Born in 1991 by emerging through a shark's mouth, Team Teal has grown into a multi-faceted organization that includes the SAP Center, the NHL San Jose Sharks, the AHL San Jose Barracuda, three Sharks Ice facilities, and the non-profit Sharks Foundation. Additionally, we plan on growing our organization through expansion in the Bay Area and surrounding communities in Northern California.

We work and play in Silicon Valley, and are deeply influenced by the technology, innovation, diversity, and commitment to excellence that surrounds us. Our culture is transforming to reflect those values, with an eye towards a pioneering, forward-thinking, and inclusive environment in sports and entertainment.

We live, work, and innovate by a set of Pioneering Principles:

- T** – Team success is more important than individual success
 - E** – Exceptional experience is non-negotiable in everything we do
 - A** – Appreciate others for their diversity and opinions
 - M** – More risk leads to more rewards and expands our comfort zones
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- T** – Trust that all teammates have the best intentions
 - E** – Empower all teammates to make informed decisions
 - A** – Always say what you really mean and do what you say
 - L** – Lead by showing the respect to others you expect from them

We strive to unite people through a shared love of ice sports, entertainment, and our hometown. We are Teal Together; we are Team Teal.

Position Overview:

The Revenue+Brand (R+B) Operations Advisor is part of our vision to pioneer the future of sports and entertainment. We have united all of our revenue (ticket sales, corporate partnerships, premium hospitality) and brand (integrated marketing, creative & entertainment, community, CX) functions to realize true alignment on our brand and sales strategies. This is a high-impact role that works across functions in order to make everyone better and maximize the output of the R+B group. While a marketing background will be helpful, the role will focus on the operational aspects of the group including developing and overseeing processes, managing special and/or cross-functional projects, managing R+B planning calendars and dashboards, and helping to lead strategic planning. The candidate will be a team player working collaboratively with all R+B functions and other areas of the business to drive success through best practices and efficiencies, helping to connect the dots for projects and priorities.

The R+B Operations Advisor role is new to our company and part of a re-imagined vision of how revenue and brand can work together at a sports and entertainment organization. The candidate will have a self-starting, flexible mindset comfortable with a focus on solving problems and finding



opportunities. The role will work closely with the VP, Marketing and the VP, Sales & Service to continuously define and prioritize those opportunities.

Essential Duties and Responsibilities:

- R+B process development and oversight
 - Works with R+B group functions to develop and document key processes both within functions and across functions. In some cases the role will take the lead in a consultative manner to develop process while other in cases will guide creation based on timeline/priority
 - Monitor the communication and compliance of processes, working with functional leaders to optimize processes or address issues
 - Collaborate with areas of business outside of R+B to communicate R+B processes and develop cross-org processes
- R+B strategic planning orchestration
 - Works with the R+B leadership team to facilitate the annual R+B strategic planning process including accountability to timeline, collaborative planning, and documentation/communication
 - Leads development of R+B KPI dashboard, communication of KPI results, and works with R+B functional leaders on plans to improve underperformance
 - Helps build the business cases for R+B initiatives in Marketing and identifies the KPIs to measure success
 - Helps “connect the dots” between the various functions in alignment with organizational strategy
- R+B coordination, development, and learning
 - Responsible for planning of R+B meetings and special meetings, working with key R+B group members to identify priorities and develop presentations
 - Develops content and programming for annual strategy meeting & leadership offsites
 - Develop and oversee R+B planning calendar
 - Oversee development and management of R+B Sharepoint site and document collection
 - Supports ad-hoc strategic presentation requests as needed
 - Assists in development and leads execution of cross-functional trainings or educational opportunities
- Special projects
 - Researches and offers recommendations on special projects as required and in some cases taking a leading role in execution of the projects
- Budget compliance
 - Works with individual budget holders to ensure accurate forecasts and identify opportunities or gaps between functional budgets
 - Works closely with Finance to monitor and report how R+B-related ROI measured projects are performing

Qualifications:

- 5+ years of professional experience working in marketing management, project/program management, or marketing consultation; experience in a high-performing marketing organization is a plus
- Aligned with our Pioneering Principles and in particular
 - A master collaborator with a team-first mentality who can work in a consultative manner



- Willing and able to think big and take risks
- A believer in creating exceptional experiences
- Someone that appreciates diversity of thought and seek different perspectives to solve problems
- A strong advocate for process and project management
- An excellent written and verbal communicator that is comfortable sharing ideas across functions, and to different levels of the organization
- Multi-tasker that is comfortable in an environment of ambiguity, where decisions need to be made quickly.
- Self-starter that is able to work independently and show initiative to solve problems in new ways.
- Attention to detail is a must.
- Be results-oriented and demonstrate strategic instincts.
- Bachelor's degree or equivalent professional experience required
- Ability to use independent judgment and discretion to make and implement decisions after evaluating various courses of action
- It is imperative that you have the ability to work independently without supervision, be self-directed and demonstrate initiative.

What We Offer:

- Competitive base salary and performance-based variable pay (if applicable)
- A robust package of health/ dental/vision benefits.
- Central office location in downtown San Jose, at the heart of Silicon Valley; extremely convenient access to CalTrain, VTA, and major freeways.
- Here at Team Teal, we recognize and celebrate that individuals come with a wealth of experience and talent well beyond any list of required skills and qualifications – in fact, we believe diversity of backgrounds and skills, combined with passion, are the most important keys to meaningful innovation and excellence. Therefore, we encourage people from all backgrounds to apply to our positions. Please let us know if you require accommodations during the interview process.