

## **Manager, Corporate Partnership Business Insights**

### **General Description:**

The Manager of Corporate Partnership Business Insights will be responsible for helping grow and retain annual and long-term sponsorship revenue by deriving intelligence through data, analytics and technology by incorporating a deep understanding of the sports sponsor marketplace, industry trends, partner categories, and NY Jets fanbase. This position will work closely with the team's Business Intelligence & Analytics department to marry internal research with partner sales efforts. This role will provide strategic and analytical support in the evaluation of new and renewal sponsorship opportunities. The Manager will be immersed in daily sales activity to help guide sales efforts, enhance sales pitches and present a strong sales narrative for prospects and partners to drive significant revenue growth.

### **Key Responsibilities:**

- Ensure that sophisticated analytics translate into a strong, cohesive brand narrative in outgoing sales presentations
- Be the key conduit between Corporate Partnerships and the Business Intelligence & Analytics department, bridging the technical expertise of data scientists with the marketing initiatives of current and prospective corporate partners
- Assist the Corporate Partnership department's identification of revenue opportunities and monitor league and industry trends to identify opportunities for new sales prospecting
- Develop deep understanding of key partner initiatives and identify and track KPIs for those initiatives
- Develop customized insights to be included in sales presentations with a strong cohesive brand narrative and sophisticated analytical support
- Participate in sales activity and provide guidance on the sales positioning, prospecting, and qualifying of potential clients
- Adopt internal business intelligence reporting into consumable, customized PowerPoint presentations for corporate partners
- Research broader marketing trends and identify potential new high revenue categories, prospects and platforms that are targeting similar consumer profiles as the Jets database and mine leads for sales team
- Brainstorm partnership and activation concepts that enhance partner KPIs
- Contribute to partner recaps and case studies utilizing data insights to highlight value
- Be the main point of contact for all sponsor research and prospecting vendor relationships

### **Requirements:**

- 3-5 years professional experience in fields of quantitative marketing, marketing research or consulting for a sports team, league or company that has worked on sponsorships
- Prospective candidate should have a strong understanding of partner categories, business and sports industry
- Highly effective communicator who can express complex ideas in effective PowerPoint (or similar technology) presentations
- Ability to develop strong domain knowledge of various industries via integrated market research
- Experience self-serving data needs using Power BI or similar technologies
- Self-starter who learns new markets and concepts quickly with the ability to manage time and prioritize work
- Experience working in a fast-paced environment
- Sales and client service experience a plus