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**Title:** Partnership Marketing Manager

**Department:** Corporate Partnerships

**Reports to:** Senior Director of Partnership Marketing

**FLSA:** Full-Time; Exempt

### ***WHAT SETS YOU APART***

As our Partnership Marketing Manager, you will oversee partner related activities including activation and execution of all contractually obligated sponsorship elements. You will build strong relationships with current partners to aid in the renewal and retention of sponsors and work to continuously increase the level of service and support offered by the sponsorship department to corporate partners.

### ***ESSENTIAL DUTIES AND RESPONSIBILITIES***

- Assist in the development and execution of promotional big idea creative concepts and creative vehicle executions.
- Assist in the creation of an annual partner planning strategy to align with Orlando City SC objectives.
- Collaborate on the creation of activation programs and co-branded marketing opportunities.
- Maintain a high level of service to all corporate partners.
- Maintain deep relationships within assigned partners.
- Gather, plan and execute all contractual elements for each assigned corporate partner.
- Manage activation of Corporate Partner accounts and meet pipeline and revenue targets for assigned partners.
- Manage corporate partnership assets.
- Research and learn new go-to-market strategies and initiatives.
- Support renewal discussions with existing partners.
- Deliver ongoing creative marketing and implementation for current partners including retail activation, in-stadium promotions, special events and community outreach ideas.
- Deliver ongoing recommendations for asset management and availability.
- Maintain proper benchmarks and accurate documentation of the Partnership Google Drive, Partnership Asset Tracker, KORE CRM software and inventory.
- Ensure accurate documentation of partnership entitlements, including photos, screenshots, frequency reports, KORE management/reporting, etc.
- Coordinate with third-party research companies to collect proof of performance metrics and research data for drafting partner recaps.
- Review gameday scripts, public address scripts, rundowns, etc., to ensure accurate sponsorship fulfillment.



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- Submit all partnership creative briefs and proofread all collateral material featuring the corporate partner and club's logos for correct usage, i.e., sponsor artwork, logos, print, digital, social, and other relevant items.
  - Complete and submit broadcast outlines for approval as well as production and insertion orders with TV and radio partners.
  - Assist partners and media partners in the facilitating traffic logistics as well as review affidavits and inventory.
  - Facilitate cross functional department meetings and provide regular updates to leadership.
  - Facilitate ticket requests and distribution to corporate partners with appropriate approvals.
  - Negotiate competitive pricing and ordering of giveaways, merchandise and client gifts.
  - Assist with execution of departmental special events.
  - Work all home games and assist with on-site partner activations.
  - Perform other related duties as assigned.
  - Other duties as assigned.

## **QUALIFICATIONS**

It's never just a job at Orlando City SC. It's a way of life. We live and breathe soccer and entertainment. We believe each role is as unique as the person who does it. To join our team, you will also possess these qualifications:

- Bachelor's degree in business, marketing, or related fields required.
- Three to five years partnership marketing and/or activation experience with demonstrated success in the media, sport sponsorship or entertainment fields.
- Demonstrated success managing accounts representing \$1.5 Million or more in revenue
- Experience managing four (4) to (8) assets for a full season or longer.
- Experience in the Florida marketplace preferred but not necessary.
- Supervisor experience preferred but not required.
- Strong interpersonal, organizational, analytical, decision-making, and problem-solving skills required
- Able to work non-traditional hours, in non-traditional settings, within a team atmosphere.
- Outstanding communication skills are essential for interactions with clients, operational leaders, and senior executives.
- Ability to work flexible hours including nights, weekends, and holidays.

## **About Orlando City and Orlando Pride:**

With two major professional teams, Orlando City and Orlando Pride, the Orlando City Soccer Club (OCSC) has established itself as one of the preeminent Clubs in professional soccer.

Orlando City joined Major League Soccer (MLS) as the league's 21st franchise in November 2013, becoming the first MLS team in the Southeast. The Lions began league play in March 2015. In 2019,



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Orlando City re-launched Orlando City B (OCB) to bridge the gap between its successful youth development academy and the First Team.

The Orlando Pride, OCSC's National Women's Soccer League franchise, began play in 2016 – bringing professional women's soccer to Orlando for the first time.

Orlando City and Orlando Pride play at Exploria Stadium, a 25,500-seat soccer-specific stadium built in 2017 and located in the heart of Downtown Orlando.

With a footprint across the central Florida region and a roster comprised of international and home-grown talent, Orlando City and Orlando Pride boasts global relevance through its assemblage of world-class athletes.

For more information, visit [orlandocitysc.com](http://orlandocitysc.com) or [orlando-pride.com](http://orlando-pride.com).