

ELEVATE

ELEVATE SPORTS VENTURES
DIRECTOR, BRAND CONSULTING

ABOUT ELEVATE SPORTS VENTURES:

Elevate Sports Ventures is a best-in-class sports, entertainment, and brand agency that provides proven and innovative solutions in hospitality and partnership sales, marketing, data and analytics insights, and brand representation to organizations across the global sports and entertainment landscape. Formed in partnership between the San Francisco 49ers, Harris Blitzer Sports & Entertainment (HBSE), Oak View Group (OVG), and Ticketmaster/Live Nation in 2018, Elevate is spearheading the most prestigious and dynamic new stadium and redevelopment projects in the world, including the Seattle Kraken's Climate Pledge Arena, the New York Islanders' UBS Arena, and Co-op Live in Manchester, England. Highlights among 30+ other clients and current projects include the USGA, USTA, St. Louis CITY SC, FIFA World Cup 2022, and EuroLeague Basketball.

DIRECTOR, BRAND CONSULTING – OVERVIEW:

This role sits on Elevate Sports Ventures Brand Consulting team. Brand Consulting is a new vertical for Elevate focusing on consultative services and building platforms/programs within sports, entertainment and lifestyle marketing with domestic and international brands. As part of this, Elevate is committed to building greater equality and inclusion through the programs we create for brands, as well as within our organization.

A successful candidate is an experienced sports and entertainment marketer, with exceptional client management skills, strong business development acumen and a proven record of leading domestic and global programs for world class brands. Must be a creative and proactive thinker, with the ability to connect disparate pieces of a puzzle into integrated, multi-channel programs in and around sports, entertainment and lifestyle properties.

RESPONSIBILITIES:

- Day-to-day client and project leadership for brand client(s)
- Day-to-day leadership of the account teams that will manage the delivery of the client programs
- Assist in strategic program and project planning for clients
- Lead the development of activation plans
- Oversee program execution for assigned clients
- Integrated project management across multiple disciplines and departments, internal and external to Elevate
- Proactively identify and pursue new business opportunities
- Identify and create best practices and processes for the consulting team
- Provide on-going thought-leadership for clients and new business opportunities
- Build and maintain exceptional client and industry relationships
- Create YOY organic growth with existing clients
- Manage the profitability of client accounts

QUALIFICATIONS:

The qualifications listed below represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

A. Education and/or Experience

- Bachelor's degree
- 5 to 10 years of industry experience
- Agency experience preferred

B. Knowledge/Skills/Abilities

- An entrepreneurial drive and spirit
- Strong knowledge of the sports and entertainment industry
- Experience managing sponsorship marketing programs, inclusive of domestic and international sports properties, events and athletes
- Strong, general marketing acumen across all mediums
- Strong knowledge and experience with digital and social platforms
- Exceptional industry relationships within sports and entertainment
- Exceptional client management skills
- Solid understanding of experiential marketing, including past management of on-the-ground programs
- Strong organizational and project management skills
- Proven team player with expertise working on integrated projects across multiple departments and disciplines within an organization
- Impeccable mentorship and team management skills

IV. WORKING CONDITIONS

Travel Requirements

- Could be significant based on the assigned client (30%+)

Work Environment

- Office

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.