



**Brief for the position of:
Director, Partnership Activation**



Director, Partnership Activation

The Baltimore Orioles are one of Major League Baseball's iconic franchises with a deeply loyal and passionate fan base. We have a long history of success including three World Series Championships in 1966, 1970, and 1983, and have been putting the pieces in place over the past few years to have another long run of success on the field beginning with this season's American League East Championship and exciting playoff appearance.

We play our home games at Oriole Park at Camden Yards, which opened in 1992, and is consistently ranked as one of the top ballparks in Major League Baseball. It has also been the site for many historic moments such as Hall of Famer Cal Ripken, Jr. breaking the all-time record for consecutive games played, Hall of Famer Eddie Murray hitting his 500th home run, and hosting the 1993 MLB All-Star Game to name a few. Plus, we recently reached a deal with the state of Maryland to remain at Camden Yards for at least another 30 years and will be working on \$600 million dollars' worth of upgrades to the legendary ballpark over the next few years.

Position Summary:

The Director, Partnership Activation will oversee all activation and execution of contractually obligated sponsorship elements for Orioles corporate partners. This person will also be in charge of leading and coaching a team of Coordinators, Partnership Activation.

The Director, Partnership Activation is an integral part of the department who will help the organization grow revenue by ensuring Orioles corporate partners receive best-in-class service.

This person will build strong relationships with current partners to aid in the renewal and retention of sponsorships and work to continuously increase the level of service and support offered by the Corporate Partnerships department to all Orioles clients.

Ideally, the chosen candidate will be detail oriented, organized, a team player, and out-of-the-box thinker who is humble, creative, adaptable, and analytical.

Duties and Responsibilities:

Primary duties to include, but not limited to the following:

- Directly supervise a minimum of three Coordinators, Partnership Activation
- Manage sponsor activations by working with other departments to ensure outstanding execution and fulfillment of all deliverables.
- Oversee inventory management of all corporate partnership assets including signage, giveaways, in-stadium promotions, radio, digital, social media, community initiatives, tickets, suites, and more.
- Collaborate with Corporate Partnerships sales staff to consistently evaluate client goals and objectives.



- Develop creative marketing concepts based on sponsors' needs to drive new revenue.
- Work with internal departments to compile and share research, data, success rate and market trends with corporate partners.
- Oversee and review all client recaps and sales presentations.
- Work a minimum of 40 home games and special events to manage partner activations.
- Organize and gain insight from market research including Scarborough, Relo Metrics, SponsorUnited and other services.
- Other special projects and duties as assigned.

Qualifications:

- Minimum of five years of high-level account management and/or partnership activation experience in the sports industry; professional baseball preferred .
- College Degree (preferably in Marketing/Management) or equivalent work experience
- Excellent relationship building and communication skills including written, verbal and interpersonal.
- Proven experience leading, coaching, and supervising three or more people.
- Ability to establish priorities and courses of action for handling multiple tasks and projects.
- Ability to demonstrate flexibility and quickly adapt to changes while maintaining high-level attention to detail.
- Self-starter mentality
- Proven experience using ProVenue and Tickets.com or an equivalent ticket system.
- Proven experience using Salesforce or an equivalent CRM.
- Proven experience using Microsoft Office applications.
- Proven experience using sponsorship measurement tools and processes.
- Willingness to work nights, weekends, and holidays.
- Positively represent the Baltimore Orioles and its corporate and community partners

Disclaimer:

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. The duties listed do not represent an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

Equal Opportunity Statement:

The Baltimore Orioles are an Equal Opportunity Employer. It is the policy of the Baltimore Orioles to ensure equal employment opportunity without discrimination or harassment on the basis of race (including hair textures, afro hairstyles, or protective hairstyles), color, national origin or ancestry, religion or creed, gender or sex (including pregnancy), age, disability, citizenship status, marital status, veteran's status, genetic predisposition or carrier status, gender identity, sexual orientation, or any other characteristic protected by law.



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