

JOB DESCRIPTION

ACCOUNT EXECUTIVE, SPONSORSHIP SALES

PENN SPORTS PROPERTIES

SUMMARY

JMI Sports is seeking a motivated sales professional to sell corporate sponsorships on behalf of Penn Athletics and The Penn Relays. The successful candidate must have a proven ability to solve marketing problems, develop and present creative proposals to clients, drive revenue and achieve sales goals. Sales experience within a sports and/or college athletics environment is a plus. Must be extremely comfortable in a fast-paced, entrepreneurial environment. This full-time position is located in Philadelphia, PA with occasional local and regional travel.

RESPONSIBILITIES

- Collaborate with Vice President, Sponsorship Sales on priorities and approach to the market
- Research and identify new prospects and partners for sponsorship and marketing partnerships
- Develop and maintain relationships with brand decision makers and advertising agencies
- Develop good working relationship with key personnel at the university and within the athletic dept.
- Work with management to strategize, develop and create sponsorship and marketing presentations
- Secure and conduct face-to-face sales meetings by leveraging relationships as well as through cold calling
- Negotiate and close sponsorship deals and work with management through contract execution
- Maintain detailed CRM of all relevant sponsor communications
- Contribute thoughts or actions to boost overall revenues for university partner and company

QUALIFICATIONS

- 3-5+ years of successful and creative sponsorship/advertising/media sales experience
- Understanding of sponsorship sales, event marketing and activation process
- Understanding of digital media and media/advertising buys
- Ability to communicate value of sponsorship vs. pure media as a marketing solution
- Ability to quickly grasp consultative sales techniques
- Excellence in pitching, negotiating and closing advertising or sponsorship deals
- Ability to successfully multi-task, prioritize and immediately respond to client requests
- Ability to develop creative proposals that meet and exceed potential partners' needs
- Organized, self-motivated and curious
- Professional communication skills, including strong writing abilities
- Highly proficient in Microsoft Office
- Applicants with experience using a comprehensive CRM system are preferred



ABOUT JMI SPORTS

JMI Sports is a leading media rights and venue development company providing management of collegiate multimedia rights, sponsorship sales agency representation, and highly regarded project management expertise to the development of collegiate and professional sports facilities. The company serves to maximize each client's economic potential through customized initiatives, from marketing and branding solutions to facility design strategies that bring each client's vision to fruition. JMI Sports manages an impressive list of signature collegiate multimedia rights partnerships including, the University of Kentucky, Clemson University, the University of Pennsylvania, the University of Pittsburgh, Harvard University, DePaul University and joint-venture properties of the University of Georgia and Columbia University (with Learfield IMG College), and University of Notre Dame (with Legends). JMI Sports also represents several high-profile conferences including the Ivy League, the Mid-American Conference, the Mountain West Conference, the Southern Conference, the Patriot League, and the Atlantic 10 Conference. Additionally, JMI Sports serves as third-party sales representation for premier venues and events including the Breeders' Cup Championships, Rupp Arena at Central Bank Center and the Penn Relays. The company's facility development team is currently collaborating with Legends on the new Aztec Stadium and Mission Valley development for San Diego State University in San Diego, CA. Celebrating its 15th anniversary in 2021, JMI Sports was founded by CEO Erik Judson and technology entrepreneur John Moores, former owner of the San Diego Padres.

JMI Sports offers competitive salary, commensurate with experience, and a generous benefits package that includes: medical, dental, vision, life and disability insurance, paid vacation and 401k plan.

CONTACT

Email resume and cover letter to careers@jmisports.com – **please note the job title in the subject line.** No phone calls.

JMI Sports is an Equal Opportunity Employer seeking diverse, qualified candidates to join our team.