



TITLE: Manager of Business Development

DEPARTMENT: Brand Alliances

REPORTS TO: Sr. Director of Business Development

FLSA: Full-Time; Exempt

WHAT SETS YOU APART

You are an experienced sales professional who builds relationships and seeks to understand the needs of a brand to build fully integrated sponsorship programs that include assets across the portfolio such as IP rights, in-game signage and entitlements, media, hospitality and other unique platforms and promotions that fit their goals.

You are driven by results and generating new business revenue with local, regional, and national companies through the sale of comprehensive sponsorship packages of the Orlando City SC (MLS), Orlando Pride (NWSL) and Exploria Stadium assets.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Generate revenue through the sale of new brand alliance relationships by prospecting categories
- Prospect and close new corporate sponsorship/media partnerships for all Orlando City SC entities.
- Establish strong working relationships with local, regional, and national companies to understand individual marketing and business goals and initiatives.
- Accountable for achieving KPI's and revenue goals on a yearly basis.
- Identify key open categories and new industries as prospective new business leads.
- Generate qualified leads by self-prospecting via research, outbound calls, face-to-face meetings, in-game entertaining, business and community networking events and social selling.
- Develop unique and customized proposals and sales presentations for new business prospects.
- Negotiate and work with the Sr. Director of Business Development, SVP of Brand Alliances, and Director of Legal through execution of partnership contract.
- Continually manage and update individual sales pipeline through CRM platform to provide accurate, reliable information for sales and renewal forecasting for executive leadership.
- Renew and grow existing corporate sponsorships (as assigned) and media partnerships through continued outstanding service and upselling of additional sponsorship assets into current partnership agreements.
- Work with Sr. Director of Partnership Marketing to ensure proper fulfillment of partnership contract.
- Create individualized sponsorship packages and activation programs through existing or created Orlando City assets to address prospective sponsor marketing/business goals and to extend internal company goals.
- Work game days, weekends, and special events to assist with any activations (as assigned) and entertain existing partners and new business prospects.

QUALIFICATIONS:

It's never just a job at Orlando City SC. It's a way of life. We live and breathe soccer. 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 or sports management or a combination of education and a minimum of 3 years of extensive and proven integrated B2B sales experience. Preferred corporate partnerships sales experience with demonstrated success in, media, sport sponsorship or entertainment fields.
- Experience in the Florida marketplace preferred but not required.
- Excellent relationship building and interpersonal skills, with the ability to effectively influence and communicate with all internal and external clients, especially C-Level executives.
- Demonstrated professional sales presentation creation and delivery skills.

- Must be passionate about sales, exhibit high energy and be self-motivated.
- Excellent knowledge of sales process.
- Knowledge or ability to learn various sales tools such as Salesforce, LinkedIn Sales Navigator, ZoomInfo, SponsorUnited and Digideck to follow all department and company standard operating procedures.
- Ability to source and generate own sales leads.
- Ability to work well on a team and independently.
- Professional verbal and written communications skills.
- Ability to work non-traditional hours, weekends, holidays and game days.
- Reliable transportation and ability to travel to offsite client meetings/presentations and networking events.
- Fluent in Spanish or Portuguese a plus.

ABOUT ORLANDO CITY SC

Orlando City SC 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, and in 2017, Orlando City SC, moved its home matches into Exploria Stadium, a 25,500-seat soccer-specific stadium located in the heart of downtown Orlando.

In November 2015, the Club announced its intention to bring professional women's soccer to Central Florida and launched Orlando Pride in National Women's Soccer League. The Pride began league play in April 2016 with a star-studded team of FIFA World Cup Champions. In 2019, Orlando City SC re-launched OCB to bridge the gap between its successful youth development academy and the First Team.

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

Orlando City SC is committed to building the global standard for professional soccer teams and is guided by the following principles:

OUR PURPOSE

To bring our community together, create lasting memories, and fuel passion for soccer.

OUR VISION

Be the envy of our league through performance, relevancy, and enterprise value.

OUR MISSION

Entertain, unify, and inspire our community through passionate soccer & service.

For more information, visit orlandocitysc.com or orlando-pride.com.