

Title: Director of Business Development**Department:** Brand Alliances**Reports to:** SVP Brand Alliances**FLSA:** Full-Time; Exempt

Position Summary: The Director of Business Development is responsible for generating new sponsorship revenue with local, regional and national companies through the sale of integrated packages of Orlando City SC (MLS), Orlando Pride (NWSL) and Exploria Stadium assets.

This position will be responsible for managing members of the Brand Alliances business development team leading the new business strategy and responsible for forming new brand alliances managing premium inventory assets and packaging effectively.

Essential Duties & Responsibilities:

- Work closely with the SVP of Brand Alliances to set and implement annual team goals, strategies, milestones, and timelines for reaching department revenue goals.
- Prospect and close new partnerships for all Orlando City SC properties (Orlando City, Orlando Pride, OCB and Stadium).
- Oversee the sale of all the Clubs partnership assets by managing inventory and effectively packaging to maximize revenue.
- Establish and monitor staff performance and development, assign goals, key performance indicators and conduct annual performance reviews.
- Provide direction, coaching and mentoring to enhance performance and development of staff.
- Manage the style, content and usage of web-based proposal technology (i.e. Digideck)
- Establish strong working relationships with local business communities as well as regional and national companies to understand individual marketing and business goals and initiatives.
- Identify key open categories and new categories as prospective new business leads.
- Develop unique and customized proposals and sales presentations for new business prospects.
- Negotiate and close sponsor contracts pending final approval by the SVP of Brand Alliances.
- 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.
- Meet and/or exceed individual sales goals as assigned annually
- Effectively collaborate with other necessary departments to achieve goals (i.e. Finance, Marketing, Content, Tickets/Member Services, Legal) that will facilitate more efficient partner accounts, proposal development, stewardship, and reporting compliance
- Create, review and update budgets, tracking profit and loss to reach financial revenue goals
- Work game days, weekends, and special events to entertain new business prospects.
- Perform other related duties as assigned.

Qualifications:

- Bachelor's degree in business, marketing, or related fields required
- Master's degree preferred
- 5-8 years' experience with demonstrated success in Partnership Sales
- Proven managerial and mentoring experience
- Demonstrated success of partnership leads and managing accounts
- Demonstrated success of closing partnership sales
- Experience in the Florida marketplace preferred but not necessary
- Strong interpersonal, organizational, analytical, decision-making, and problem-solving skills required
- Strong networking, sales and business development skills
- Collaborative team player who possesses a strong work ethic and ability to work well independently with strong self-initiative
- Ability to multi-task, meet tight deadlines and work well under pressure
- 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

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, moved into its privately-owned downtown soccer stadium. In 2019, Orlando City SC will launch OCB in the newly-formed USL League One to bridge the gap between its successful youth development academy and the First Team.

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.

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

Position Summary

The Director, Business Development will be responsible for generating revenue through the sale of brand partnerships across all business lines, including intellectual property rights, television, radio, signage, online, print, events, and promotions. This position is charged with curating long-lasting relationships and partnerships with brands that are aligned with the company's core values. This role will be responsible for achieving measurable financial results through prospecting, proposal development, presenting, and closing deals. This position will collaborate with the activation and service team, as well as marketing, ticket sales, operations, finance, business solutions, and others to achieve a common goal.