

## **NIL Business Manager – University of Washington**

Huskies Sports Properties is looking to add a high-impact team member who will focus on navigating the property through Name, Image, and Likeness (NIL) on behalf of the University of Washington. With the pending House Settlement, university partners are looking for more revenue opportunities with the support of Learfield, their multi-media rights partner. Learfield has grown in the NIL space, adding over 15 individuals since 2021. This position will be an integral part of executing student-athlete influencer marketing for the University of Washington.

### **Responsibilities**

- Take on the responsibility of all things involving student-athlete influencer marketing for sponsors, brands and internal corporate groups
- Work closely with property and local brands to understand their marketing needs and develop potential marketing campaigns that can be executed with student-athletes
- Assume end-to-end responsibility of sales cycle from pitch development to sponsor activation
- Coordinate, liaise and maintain relationships between the University of Washington, student-athletes, brands, collectives and other stakeholders
- Support activation of NIL deals and ensure student-athletes participate and fulfill activation obligations with brand partners at fair market value
- Oversee all inventory management tracking related to NIL deals, including what has been proposed, sold and remains available, to include weekly reports and internal meeting updates
- Stay informed on NIL news, including student-athlete deals across the country and legislation changes at State and National levels, and ongoing trends
- Assist with gameday operations, including home football games and other home events
- Must be able to work 40 hours per week including home games, select sporting events, and NIL appearances and activations that occur outside of traditional work hours

- As NIL is a fluid and evolving topic, the responsibilities for this role and the work expectations in coordination with the University of Washington will continue to be defined over time

**Minimum Qualifications:**

- Minimum of 2+ years of client-facing and/or business development focused work
- Proven track record of developing and maintaining strong, lasting relationships with partners and decision makers
- Excellent communication, problem solving, organizational skills and attention to detail
- Proficiency in Microsoft Office (Word, PowerPoint and Excel)

**Preferred Qualifications:**

- Experience in Sports / NIL / College Athletics and/or sponsorship
- High level of initiative, specifically in the areas of sales generation and process improvement
- Strong commitment to building a learning culture
- Bachelor's degree from a four-year college or university

**Pay Transparency**

The approximate base pay range for this position is \$80,000 to \$100,000. Please note that the pay range provided is a good faith estimate for the position at the time of posting. Individuals may also be eligible for an annual discretionary bonus and/or sales compensation. Actual compensation may vary based on factors including but not limited to job-related knowledge, skills, and experience as well as geographic location.

Learfield offers a full spectrum of benefits for eligible employees including Medical, Dental, Vision, Health Savings Account, Life Insurance and Other Insurance Plans, Flexible Paid Time Off (including Parental Leave), Paid Holidays, 401(k), and Short/Long Term Disability.

Learfield is an Equal Opportunity Employer. We provide equal employment opportunities to applicants and employees without regard to race; color; sex; gender identity; sexual orientation; religious practices and observances; national origin; pregnancy, childbirth, or related medical conditions; status as a protected veteran or spouse/family member of a protected veteran; or disability.