



Job Description Manager, Corporate Partnerships

Job Title:	Manager, Corporate Partnerships
Department:	Corporate Partnerships
Reporting:	Vice President, Corporate Partnerships
Status:	Exempt

Job Summary

The Manager, Corporate Partnerships will be responsible for negotiation and execution of corporate partnerships with a primary focus on new business development. He/she will meet directly with local, regional and national companies in order to increase overall sales and investment opportunities for the Team. His/her focus will be selling integrated partnerships which include marketing rights, entitlements, promotions, media (digital, social, radio and print), permanent and digital signage, hospitality/suites, community programs and special events. He/she will also be responsible for the overall management of several existing corporate partnerships including the development of new revenue opportunities, value-added opportunities and mutually beneficial market activation programs.

Tasks and Responsibilities

- Research, prospect and establish leads for corporate relationships followed by an introductory needs analysis/discovery meeting utilizing a consultative sales approach.
- Prepare and present proposals to corporate decision makers.
- Work closely with Vice President, Corporate Partnerships and other members of the corporate partnerships sales and service teams to drive business and achieve goals.
- Work closely with assigned Activation Managers and Coordinators to ensure contractual fulfillment with an emphasis towards maximizing cross promotional opportunities and exceeding partners' business objectives.
- Achieve annual individual sales goals and collaborate with other members of the sales team to help surpass overall department revenue target.
- Maximize category yield in all major categories through the sale of fully integrated partnerships.
- Participate in individual weekly reporting to track prospects and partner sales activities.
- Work game days and special events to entertain existing partners and prospects.
- Work closely with other departments within the organization on corporate partner related programs.
- Other duties as assigned.



Job Description Manager, Corporate Partnerships

Required Knowledge/Skills/Job Qualifications

- Self-motivated team player with a proven ability to work with aggressive individual and team sales goals.
- Superior knowledge regarding the practices and principles related to sales and implementation of corporate partnerships.
- Ability to establish and maintain strong working relationships with corporate clients and co-workers.
- Ability to operate under pressure.
- Understands the need for data integrity and pays attention to maintaining accurate and timely reports.
- Strong work ethic – polished and poised.
- Excellent oral, written and presentation skills.
- Solutions-oriented, problem solving mentality a must.
- Must be creative, detail oriented, possess a strong work ethic, be willing to learn and have a burning desire to succeed.
- Possess superior negotiation skills coupled with a net profit bottom line mentality.
- Willingness to work nights, weekends and holidays as required.
- Microsoft Word, Excel and PowerPoint
- Kore, CRM, Repucom and SMG Insight ^[1]_[SEP]

Education and Formal Training

- Degree in sports management/marketing or related field preferred.

Experience

- Minimum 3 to 5 years of professional sports corporate partnerships sales experience required. ^[1]_[SEP]