

Job Summary:

This position will play a critical role in the creative development, and communication strategy, of national sales opportunities at Learfield IMG College. Their primary responsibility is working side-by-side with the VP, solutions team, national sellers and account managers to drive revenue via customized partnership platforms and pitches based on brands' college sports objectives.

Key Responsibilities:

- Manage a pipeline of assigned projects to support national sales team and drive new and/or incremental business
 - Understand and synthesize brand insights and objectives gained from colleagues and/or client meetings to aid in the development of the approach and rationale for a multi-property collegiate athletics partnership for leading national brands
 - Analyze a brand's marketing efforts in order to identify/create activation platforms that drive results against their objectives
 - Provide a recommended strategic direction, and create the narrative / storyline, for pitches
 - Develop innovative activation platforms that utilize our digital platforms, traditional assets, data, and content to develop exciting, holistic sponsorship and activation packages
 - Collaborate and liaise with colleagues across marketing solutions, and other divisions of the company (e.g., Product Marketing, Media & Partnerships, Partnership Management, Content, Insights, etc.)
 - Participate in external sales meetings and pitches
 - Track and communicate progress to key constituents, ensure key deadlines are met
 - Support in the creation, maintenance, and updating of intro ("101") sales materials for the National Sales and Partnership Management teams (includes presentations, one-sheets, and videos)
 - Gain a thorough understanding of other LIMG business units to identify selling opportunities through frequent communication with internal teams
 - Regular communication of workflow to VP of Marketing Solutions
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Qualifications:

- Bachelor's Degree
- 5+ years of sports marketing experience at an agency, property, or other relevant entity with client-based account management experience or disciplines, such as sponsorship marketing, event marketing or media sales
- Strong ideation and storytelling skills
- Ability to develop the overall vision / style for customized pitches, and work with in-house graphic designers to bring partnership and concepts to life
- Ability to analyze research findings that support brand and strategy alignment, as well as audience value
- Excellence in presentation skills, written and oral communication skills
- Knowledge & understanding of digital / social media and marketing trends
- Ability to manage and lead several projects and deliverables at one time
- Ability to problem-solve independently and in groups
- Excellent computer skills (PowerPoint, Word, Excel); Photoshop experience preferred
- Experience with sponsorship contract negotiations a plus
- Management experience a plus