



CHARLOTTE  
**BOBCATS**



**Company:** Bobcats Basketball  
**Title:** Director, Partner Sales  
**Reports to:** Vice President, Partner Sales  
**Process:** Submit Resume to [www.TurnkeySE.com](http://www.TurnkeySE.com)

**BACKGROUND:**

When the Charlotte Hornets relocated to New Orleans in 2002, the NBA promised Charlotte leaders that the city would be granted an NBA expansion team for the 2004–05 season. On December 18, 2002, a group led by Black Entertainment Television founder Robert L. Johnson was awarded the franchise, later named the Charlotte Bobcats. In February 2010, retired basketball icon Michael Jordan bought a majority share of the Charlotte Bobcats from Robert Johnson and the organization has maintained its stake in the city for years to come. Now with notable standouts such as Corey Maggette, Kemba Walker and Byron Mullens, the Bobcats look to be building for a bright future.

The Bobcats play in the state of the art Time Warner Cable Arena which opened its doors to the city of Charlotte in October 2005 to a packed house featuring The Rolling Stones. The arena seats 19,077 and hosts numerous concerts, college basketball events, as well as serving as home to the American Hockey League Charlotte Checkers. Though owned by the city, the Time Warner Cable Arena is operated by the Charlotte Bobcats.

The Charlotte Bobcats have retained Turnkey Search to search, screen and recruit qualified candidates to become the Director of Partner Sales.

**Any interested candidates should contact Turnkey Search directly.  
Contacting the Charlotte Bobcats will only delay consideration of your qualifications.**



### **SUMMARY:**

The Director of Partner Sales will be responsible for generating new business and nurturing existing relationships with valued clients to drive revenue for the Charlotte Bobcats. The Director will develop and sell sponsorships and establish platforms utilizing company assets. The Director will also be responsible for management of two sales representatives.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Prospect and develop new client relationships resulting in selling sponsorships across the organization's portfolio.
- Schedule and deliver strategic sales presentations to decision makers and successfully negotiate and close sponsorship deals.
- Manage sales staff of two (2) with opportunity to grow sales staff and reporting.
- Day to day management of the partnership sales process and system.
- Manage inventory and pricing to maximize property revenue.
- Seek out and implement sellable programs to increase long-term revenue growth.
- Develop and meet sales revenue projections, budgets and manage partnership expenses.
- Achieve annual sales goals determined by management.
- Create and develop comprehensive proposals and presentations for prospective partners.
- Support and implement partnership policies and procedures for sales staff and marketing partners.
- Conduct thorough market research, including industry analysis and specific research around certain sectors especially applicable to the business development process for the department.
- Support Vice President in other business-related matters.

### **EDUCATION & EXPERIENCE REQUIRED:**

- At least seven (7) years experience of sponsorship sales in sports or related industry.
- Proven track record of developing long-standing client relationships, as well as negotiating and closing sponsorship deals.
- Extensive knowledge of marketing and advertising industries with particular focus on the sports and entertainment industry.
- Previous management experience preferred.
- Strong work ethic with strong sales, negotiating, and closing skills.
- Goal-oriented approach.
- Team player with the ability to work as a valued contributor with professional personal presentation.
- Excellent communications and interpersonal skills with the ability work well with broad cross-section of functional teams.
- Comfortable with public speaking and presentations to potential partners.
- Able to plan and organize, prioritize work activities and manage time effectively.
- Adaptable and able to change in the work environment, managing competing demands and frequent changes.
- Dependable and able to follow instructions, respond well to management and consistently at work on time.
- Knowledge of inventory and reporting systems.
- Strong analytical skills.
- Able to maintain the highest level of confidentiality.
- Able to work extended hours and nights and weekends and travel as necessary.