



**POSITION:** Product Director, Activator

**REPORTS TO:** Vice President, Turnkey Intelligence

**PROCESS:** Submit resume to [www.turnkeyse.com](http://www.turnkeyse.com)

**COMPANY BACKGROUND:**

Turnkey Sports & Entertainment (Turnkey) is an advisory firm in the sports and live entertainment industry. The firm specializes in two key practice areas:

- Turnkey Intelligence: provider of a wide range of insights, analytics and data solutions to the sports and entertainment industry via our custom product suite (currently featuring Surveyor, Prospector G-2, and Activator). Turnkey Intelligence executes the collection and analysis of consumer feedback for sports teams and live entertainment, provides lead scoring and automation tools to ticket sales groups, and advises teams and properties on how to use data to become more efficient and effective businesses.
- Turnkey Search: sports industry market leader in executive search, job boards, applicant tracking systems and human resource services.

Our client list includes more than 70 teams, leagues, and brands including the Kansas City Chiefs, New York Jets, United States Tennis Association (USTA), National Hot Rod Association (NHRA), Detroit Red Wings, Maloof Sports & Entertainment, Los Angeles Dodgers, Feld Entertainment, NFL, NBA, MLB, NHL, and MLS.

Our work environment is fun, energetic, and very entrepreneurial. We are looking to add the next piece to our team that will help us over-serve and anticipate the future needs of the fast-paced sectors of sports and entertainment. Located in beautiful and quaint Haddonfield, NJ, Turnkey Sports and Entertainment provides an appealing working environment and is extremely well-positioned for continued growth.

## **POSITION SUMMARY**

The Product Director, Activator will focus on business development, and introducing and selling the Activator product to potential users across sports and live entertainment. Prospective users will include brands that sponsor events and/or properties, concerts and festivals, county fairs, and any other entity that activates and sells a sponsorship.

**About Activator:** Activator is a hosted software platform custom built for marketing partners to manage all elements of a sponsorship program. Activator increases the ROI on any sponsorship by improving communication, planning, organization, progress tracking, content sharing and overall sponsorship activation. Activator enables marketing partners to access communications, deliverables and files from anywhere in the world, at any time of the day or night. Activator has partnered with leading measurement companies including Nielsen, Arbitron, Repucom, and the ESPN Sports Poll along with its own proprietary measurement tools to provide a seamless ROI measurement environment.

## **ESSENTIAL DUTIES**

- Create target lists of prospects for the Activator product
- Independently manage webinars and sales calls
- Prospect and sell Activator across the sports and live entertainment industry
- Keep organized records of progress within Turnkey's CRM system
- Collaborate with Turnkey team members on product feedback
- Other duties or assignments that may be necessary to support Turnkey Intelligence

## **EXPERIENCE & QUALIFICATIONS**

- Minimum three (3) years experience in sponsorship partner activation on behalf of either a sports/entertainment property or brand
- Must be organized, a self-starter and able to work in a fast-paced environment
- Must have a passion for sales; sales experience preferred
- Bachelor's degree required