



JOB SEARCH POSITION DESCRIPTION

Title: Director of Partnership Marketing
Reports To: Regional Director of Partnership Marketing
Process: Apply via www.TurnkeySE.com

Turnkey Search has been retained to find four (4) experienced and passionate sponsorship sales executives to become the Director of Partnership Marketing based in one market each across the country. The successful candidates may each be based in one (1) of the following four markets: 1) Los Angeles, 2) San Francisco or San Jose, 3) Fairfield County, Connecticut, and 4) Tampa Florida.

For more information on the client and organization, please submit resume to www.turnkeyse.com.

SUMMARY:

This position will be responsible for generating and driving all partnership/sponsorship and advertising revenue for his or her specific region of the country. The successful candidate will work with national, regional and local brands to identify, develop, negotiate, close and implement strategic marketing/advertising platforms that reach the clients' unique objectives and generate maximum revenue for the company.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Meet and exceed aggressive revenue/sales goals (monthly, quarterly and annual) for region and for region's individual centers.
- Responsible for all steps in the sales process – prospect, identify, contact, meet, develop targeted platform, present, negotiate, secure and execute marketing partnerships.
- Create engaging marketing platforms that both generate revenue and create engaging experiences.
- Accurately manage budget inclusive of revenue, expenses and forecasting.
- Maintain a clean, complete and effective contact list in coordination with SalesForce.com.
- Work with all platforms to plan & manage campaigns ensuring that client's expectations are met.
- Understand the demographics of customers and articulate their value to advertisers.
- Establish accurate weekly reporting tools for respective regions.
- Collaborate, strategize and share best practices with center teams and peers.
- Develop and constantly grow a database comprised of major corporations, medium and smaller-sized businesses, through various professional prospecting and networking efforts throughout the community.
- Develop and enhance annual renewal/up-sell campaigns.

QUALIFICATIONS/EDUCATION REQUIRED:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in Marketing, Sales or Business related field.
- Must have a minimum five (5) years of proven sales experience in sponsorships/marketing partnerships.
- Must be an aggressive, self-motivated team player that has the ability to focus on both team and individual revenue goals and objectives.
- Exceptional organizational, communication (written/oral), and interpersonal skills.
- Excellent relationship building skills.
- Demonstrate the ability to comfortably create and deliver sales presentations, address and overcome objections and close deals.
- Experience with brand and event activation.
- Understanding of media buying and agencies.
- Proven to meet aggressive timelines and budget objectives
- Creative, energetic, social, confident, assertive, persistent, persuasive and results-oriented.
- Strong leadership, strategic thinking and visioning skills.
- Willing to be an active member of a collaborative team.
- Proficient at Microsoft Office (Word, Excel, PowerPoint)
- Proficiency at utilizing Salesforce.com a plus.