



## Santa Barbara Sky Job Opening

**Title:** Manager/Director of Corporate Sponsorships

**Department:** Marketing & Business Development

**Employment Type:** 1099

**Reports To:** SVP of Marketing & Business Development

**Salary Range:** \$65,000 - \$80,000 / year

### Overview of the United Soccer League

The United Soccer League (USL) is the largest and fastest-growing professional soccer organization in North America, possessing more than a decade of experience in bringing the world's game to communities across the United States and Canada. Overseeing the USL Championship (USSF Division II), USL League One (USSF Division III), and USL League Two (Pre-Professional), the organization is built on a proven and recognized model in international football and counts more than 125 clubs in its membership. Based in Tampa, Fla., the USL has grown during the past decade into a model organization with strong corporate partnerships and stable organizational leadership. It features a dedicated staff of more than 60 professionals across 15 departments ranging from operations, digital, communications and club services, each of which provides unparalleled support to member clubs and outside partners. Sanctioned by the U.S. Soccer Federation, the USL is #UnitedForSoccer, moving the game forward in North America.

### Overview of Santa Barbara Sky Football Club

Santa Barbara Sky FC is a USL League One men's and women's professional soccer club that will kick off its inaugural season in March 2024. We are an inclusive & community-based team that represents all of Santa Barbara. Our goal is to bring our community together through the shared enjoyment of professional soccer. We are invested in our community and this beautiful game.

### Job Summary

Director of Corporate Partnerships is a full-time position responsible for selling and marketing integrated corporate partnership programs that incorporate all soccer and stadium-controlled assets. These assets include, but are not limited to, traditional signage, livestream, social media, radio, print and Internet. The Director of Corporate Partnerships will create, manage and oversee the entire sales process from the prospecting phase for new business to the execution of the contractual agreements with the corporate partners. Will also be responsible for creating marketing partnership proposals, sales retention, corporate activation, and customer service.

**Responsibilities:**

- Lead the development and implementation of strategic departmental plans consistent with company business objectives
- Responsible for creating and achieving sales goals and budgets as set by Executives
- Responsible for prospecting, selling, cultivating, maintaining and renewing sponsorships, advertising, and corporate partnerships for Santa Barbara Sky FC's assets.
- Develop, write and present corporate sponsorship proposals and presentations to key clients
- Responsible for overseeing customer service and activation of corporate partners
- Interface with broadcasting, accounting, marketing and ticket sales on internal systems related to sponsorship production, advertising inventory, cross-promotional obligation and internal accounts payable/receivable
- Other duties as assigned

**Required Skills:**

- Prior experience selling multi-faceted advertising and sponsorship platforms to local, regional, and national companies. Experience should include selling building signage and team assets, which include the following: signage, promotions, social media, experiential marketing opportunities, radio, web and print
- Strong prospecting and project management skills
- Prior experience developing, writing and presenting sales proposals
- Prior experience with creating and implementing budgets and sales projections
- Strong conceptual and strategic skills, and ability to think "outside the box," and strong customer satisfaction orientation
- Strong leadership & communication skills
- Demonstrate creativity in the development of innovative, compelling, and effective sales campaigns
- Demonstrate ability to work with all personality types at the staff and management levels
- Strong computer skills, specifically in Word, Excel and PowerPoint.
- Excellent writing and language skills
- Exceptional public speaking and presentation skills
- Strong organizational skills
- Ability to Multi-task is essential

**Required Qualifications:**

- Bachelor's Degree from a 4-year college or university
- Minimum of 3 years in corporate sales/corporate sponsorships preferably for a sports team
- Excellent customer service, communication, and presentation skills
- Ability to prioritize and manage multiple projects
- At least 2 years experience of negotiating contracts and managing budgets
- Proven track record of leading a team and executing against budgets and strategies
- Must be able to work evenings, weekends and holidays as required and travel as needed