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JOB DESCRIPTION – DIRECTOR OF CORPORATE PARTNERSHIPS

Job Title: Director of Corporate Partnerships

Salary: Based on Experience

Department: Corporate Sponsorships and Premium Seating

Exempt/ Non-Exempt: Non-Exempt

Reports To: General Manager

Hours: 40 hours/week - events, nights and weekends as needed

Supervises: N/A

Overview: The Director of Corporate Partnerships is responsible for overseeing and managing the sale and servicing of corporate sponsorships, advertising and premium seating partnerships for the South Okanagan Events Centre Complex. The position will sell fully integrated marketing, and promotional programs that include marketing rights, on-premise signage, event sponsorships and select premium seating elements. We are looking for an outgoing, people-oriented sales professional who will be responsible for generating new business revenue with local, regional and national companies through the sale of integrated sponsorship packages.

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university with major course work in sales, public relations, business administration, hospitality management, or other related field
- Corporate Sales Experience within province preferred
- 3-5 years' experience in advertising and/or sports sponsorship/ arena sales is preferred
- Proven track record of generating new business and retaining clients
- Computer proficiency in Microsoft Word, Excel and PowerPoint
- Strong written and verbal communication skills
- Ability to spend time on the road conducting sales pitches to new prospective clients
- Willingness to work a flexible schedule including nights, weekends, and holidays as required
- Outstanding communication skills are essential for interactions with clients, operational leaders and other senior executives
- Possess superior negotiation skills coupled with a net profit bottom line mentality
- Must be creative, detail oriented and possess a strong work ethic

Responsibilities include, but are not limited to the following:

- Responsible for prospecting, selling, activating and maintaining corporate sponsorships, advertising and premium seating partnerships for the Complex
- Responsible for designing sales proposals and presentations for potential corporate partners
- Responsible for achieving facility's revenue goals and budgets
- Responsible for overseeing and coordinating all aspects of corporate partnership fulfillment
- Interact in a professional manner with senior level arena management & executives
- Work cooperatively with the Director of Marketing on inventory, promotional sales pieces, retail promotions, events, etc.
- Oversees the service of corporate sponsorships and premium seating through various means including direct contact, newsletters, corporate partner gatherings and client entertainment events
- Responsible for creating new client initiatives to better serve the corporate partners
- Responsible, along with the other staff, for fulfilling all contractual obligations including tickets, signage, promotions, in arena promotions, etc.
- Responsible for creating and implementing new revenue ideas/promotions/opportunities
- Responsible for tracking prospecting, sales and inventory, and managing sales reports
- Manage inventory in a fiscally responsible manner
- Identify key open categories and new categories as prospective new business leads
- Consistently exercise independent judgment and discretion in matters of significance
- Prepare advertising, sponsorship and premium seating contracts and addenda; identify issues with contract language; address issues with and make recommendations for resolution; negotiate corporate sales pricing and other rates as required
- Work with venue staff and Spectra Regional Vice President to implement the goals, objectives, policies, and priorities of all corporate sales programs and activities
- Regularly engage in the business of making sales, and presentations away from the primary place of business
- Other duties as assigned

