



<b>Job Title</b>	Partnership Coordinator
<b>Reports To</b>	Manager, Partnership Programs

### Job Purpose

We are looking for an enthusiastic Partnership Coordinator to join our Sponsorship team and responsible for new lead generation activities, building a pipeline of new prospective partners and exploring and developing new business segments.

The role of the Partnership Coordinator will also provide support to sales team who are responsible for revenue generation across all event properties, as well as performing day-to-day administrative tasks. The role will have a good understanding of Sponsorship methodology; as well as provides support to the sales team.

The right candidate will have background experience with successful sponsorship sales and creating new relationships.

Part-Time

None-Exempt

### Duties and Responsibilities

#### Sponsorship Sales

- Assist sales efforts across various events and programs that currently include the following:
  - Bank of America Shamrock Shuffle and One Mile Race
  - Bank of America Chicago Marathon
  - Advocate Health Care International Chicago 5K
  - BTN Big 10K
  - Health & Fitness Expo/Package Pick-up
  - Girls on the Run Chicago series
  - Program and Results Book
- Acts as an extension of the sales team by assisting with sales leads
- Identify and research new business prospects; this includes cold calling
- Assist the sales team with their requests with researching potential prospects
- Assist with the sales development, sales material creation and creative proposals
- Work closely with sales team to communicate weekly sales updates
- Records, track prospects contact information, discussions with status updates in Company systems
- Provide administration support and prep and follow-up materials for prospect/client meetings
- Remain informed of current trends in the running industry and sponsorship industry

### **Credentials/Ticketing**

- Work with Manager, Partnership Programs on event credentialing process, hospitality tickets, tracking requests, distribution and ensuring sponsors and media partners are fulfilled

### **Health & Fitness Expo/Package Pick-up**

- Help assist with sponsor management with expo management, Freeman/decorating services and other related requests
- Assist with sponsor programming elements and management of the main stage; video/PA content, messaging, sponsor appearances/demonstrations, etc.

### **Marketing Team Participant**

- Discover and share new ideas to market events
- Contribute by formalizing sponsorship media assets from a sponsorship, media and community outreach perspective

### **Sponsorship Activations**

- Assist with sponsors activations that might include pre-events, race day, on-course, expo, etc.
- Assist with sponsor activations and engagements at the event Post-Race Parties
- Assist with certain sponsor programs and activations, such as Run to the Plaza series, Cross Country Championship, sponsor summits and other events as needed

### **Sponsor Communications**

- Assist with the distribution of the event welcome packets, information, schedule of events, credentials, tickets, etc.

### **Sponsorship Outings**

- Assist with seeking venue and the coordination with the Manager, Partnership Programs on the invite list and invites

### **Sponsor Post-Event Recap Reports/Gifts**

- Assist with the development of all Sponsor post-event recap presentations for entitled sponsors
- Assist in the development of sponsor, client and partner welcome/thank you gifts, packages, hotel in-room drops, etc.

### **Sponsor Tracking**

- Manage entitlement spreadsheets for all sponsors accounts, trade partners and BTN, USATF, IAAF, AbbottWMM, etc.
- Maintain log of all current sponsor contracts and coordinate combined entitlements across all agreements
- Track all sponsor, client and partner travel, housing, etc.
- Prepare and provide sponsor contact information for Company systems

### **Trade Management**

- Manage the tracking and budgeting sponsorship trade accounts and asset tracking of all trade balances

- Work collaboratively with operations team on sponsor product module, inventory management and distribution control, etc.

#### **Other Administrative Responsibilities**

- Arrange and assist with coordinating meetings, prepare agendas and record and transcribe meeting notes
- Assist in account team meetings, brainstorming sessions and research for program efficiencies

#### **Other duties as assigned**

#### **Qualifications/ Requirements**

- Manages time; focuses on urgent and important tasks; avoids procrastination; follows up; shows strong attention to detail; meets deadlines
- Ability to maintain an organized work environment, prioritize tasks based on need, and assist staff in finding better ways to organize their tasks
- Assumes responsibility & accountability for assignments and tasks
- Actively listens; clearly and effectively conveys information; uses professional telephone skills; demonstrates effective business writing skills; shows excellent grasp of grammar
- Exhibits good interpersonal skills; collaborates with others; maintains composure when faced with difficult situations and personalities
- Adapts to shifts in priorities and urgencies
- Ability to collaborate and work as a team
- Ability to respond to high demands and expectations
- Strong interpersonal and customer service skills
- Excellent analytical and research skills
- Ability to multi-task
- Interest / passion in the sports endurance industry
- Ability to work nights and weekends as required to meet event commitments

#### **Education/Experience**

- College degree in business, marketing or related field
- 1-3 years of job-related experience; such as working in sales, event services or sponsorship initiatives
- Experience generating sponsor leads including cold calling
- Experience managing client requests
- Knowledge of event sponsorships management
- Experience with liaising/coordinating
- Some sales/sponsorships department experience

#### **Working Conditions/Physical Requirements**

Moderate walking, standing, prolonged sitting, bending, kneeling, and reaching.

- Work is performed primarily in an office setting but may also include on-site work at event or in warehouse spaces

- Moderate walking, standing, prolonged sitting, bending, kneeling, and reaching.
- The employee must occasionally lift and/or move up to 25 pounds

<b>Approved by:</b> <i>Signature &amp; Title</i>		
<b>Date approved:</b>		
<b>Employee Acknowledgement:</b>		

updated 04.08.19