

Collegiate Sports Management Group



Director of Sponsorship Sales

Essential Duties & Responsibilities:

- Focus on driving sponsorship revenue through current and prospective clients
 - Meet with existing clients to discuss CMSG's sponsorship offerings
 - Research opportunities to expand client base and develop potential new business leads
 - Network with prospective clients to sell the benefits of CSMG property portfolio
- Set and work towards meeting specific monthly, quarterly, or annual sales goals
- Ensure sales and productivity goals are met, staying updated on sales activity report
- Manage customer expectations and contribute to a high level of customer satisfaction
- Present client and sales information at company meetings
- Attend national sales conference/conventions as applicable and travel for in-person meetings with customers and partners to develop key relationships
- Provide input in designing marketing and promotional materials

Required Knowledge, Skills and Abilities

- 5-6 years of experience in sales and marketing sector with B2B and B2C opportunities
- Bachelor's Degree in Business or related field from four-year college or university
- Proven successful sales record, and implementation of best sales practices and methods
- Possess knowledge of competitive products and markets
- Demonstrate strong organizational skills, with ability to multitask, adapt and pivot as needed
- Has strong skills with regards to knowledge and experience with Microsoft Office (Word, PowerPoint & Excel)
- Experience using CRM such as Insightly or Sales Force
- Excellent written, verbal, interpersonal and editing skills with strong attention to detail
- A team player who can also operate independently and take ownership of projects
- Esports sponsorship sales experience would be a plus
- Interest in and knowledge of college athletics preferred

About Collegiate Sports Management Group

CSMG is a College Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Licensing, Event Production & Management, CRM, Ticketing and Esports. To learn more about Collegiate Sports Management Group, visit www.collegiatesmg.com.

Please send your resume, cover letter and any supporting documents to Danyela Swidler, Chief of Staff at dswidler@collegiatesmg.com.