

VP Strategic Planning and Partnership Development

THE ROLE AND OPPORTUNITY

At this significant time in the Collegiate Sports Management Group's history, and as it looks towards its future within a rapidly evolving sports and entertainment landscape, optimizing and enhancing partnerships and synergistic commercial activity is a critical mandate.

Central to achieving growth to service current college conferences and schools and acquire more of these clients, are technology and fan engagement partners, and non-traditional licensing and media partners. To lead this continued expansion and work together with these partners, we are seeking an entrepreneurial, strategic, and progressive business partnership and development executive.

The Head of Business Development will inspire his/her team and colleagues to be innovative in building partnerships which will further develop the CSMG brand. S/he will be tasked with developing and executing a strategic growth strategy with an emphasis on building significant strategic partner relationships, shaping the CSMG brand the college landscape, and increasing CSMG scope of services delivered to collegiate traditional sports and esports clients. This may encompass traditional and new media, on and off field performance of college clients. Notably, this will include

Through visionary leadership and strategic goal setting, the Head of Business Development will build upon the explosive growth of the CSMG, and devise ways to further the impact of sponsorship, media, content, branding and licensing opportunities across traditional sports and esports

The Head of Business Development will be a creative, quick-thinking, and entrepreneurial business development and marketing leader who instills trust, engenders support from stakeholders, and acts as a true ambassador for the CSMG and its association, conference and institution clients. Importantly, s/he will have experience working across diverse and often disparate groups, and will show prowess in coalescing those groups to drive towards a consensus that represents the organization's best interests.

KEY RESPONSIBILITIES

- Oversee all commercial activities to support the CSMG in promoting, developing, and building the league through strategic and creative marketing and commercial initiatives
- Clearly communicate with other departments within the organization on corporate revenue-related programs
- Partner with organizational leadership to enhance commercial growth with emphasis on revenue generation that best represents the CSMG brand, doing so in such a way as to effectively balance marketing and media efforts, both internally and externally
- Support the Commissioner in evaluating the commercial strategic plan, the growth strategies, and all initiatives stemming from it
- Develop a strategy that maximizes long-term revenue growth from all commercial streams (i.e., branding, licensing partnerships, sponsorship, television, digital media, etc.) while involving the member teams.
- Build mutually beneficial and profitable relationships with the sponsorship community and strive to enhance relationships with existing partners while working to identify new organizations with which to collaborate.
- Identify and pursue new and innovative revenue generation streams that will further the growth of the CSMG
- Understand and utilize technology and digital content as an important aspect of the partnership package
- Leverage relevant sponsorship analytics and metrics on an on-going basis to fully determine the value of the relationship between a sponsor and the CSMG. Substantiate the degree to which the partnership furthers the goals of both participating parties
- Create a valuation system that clearly defines various tiers of sponsorship support with the CSMG to better target potential commercial partners on the national, regional and global scale
- Deliver exceptional account management, service, and support for all corporate partners and ensure fulfillment of all contractual obligations

INTERPERSONAL SKILLS AND LEADERSHIP CHARACTERISTICS

- Superior Business Development Focus and ability to pivot based on rapidly changing market conditions

- Understand the nuances and competitive dynamics of sponsorships, broadcasting, and licensing and leverage the CSMG's brand differentiation in securing partnerships
- Understand how to develop and grow relationships through prospecting activities
- Demonstrate the ingenuity and commitment to "getting the deal done"
- Convey a sophisticated understanding of research and analytics that express and enhance ROI and ROO to partners
- Experience in the nuances of negotiation and creating "win-win" outcomes, and exceptional relationship building skills
- Nurture and manage strong relationships with partners and key stakeholders, while striving to exceed their expectations
- Utilize a high touch, responsive personal style and communicate in an articulate, open, and sincere manner that engenders trust with all constituents
- Demonstrate a willingness to make tough decisions, but always treat people fairly and with respect.
- Project an unflappable and even-keeled style characterized by collaboration, openness, approachability, and confidence without arrogance
- Cultivate relationships across departments and business functions in order to foster effective teamwork throughout CSMG
- Displaying the highest personal integrity and ethics

QUALIFICATIONS

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- Bachelor's Degree
- 10-20 Years of experience in and around sports media and marketing, preferably with some experience in college athletics
- Self-starter with entrepreneurial orientation and ability to adapt to changing responsibilities and marketplace conditions
- Ability to select, manage and work with business software
- Attention to detail and ability to multi-task
- Strong leadership skills and ability to select/develop talent
- Knowledge of sports industry and technology, notably SaaS
- Excellent communication skills/ Team player