



Title: Sports Complex Sales and Sponsorship Associate

FLSA Status: Exempt (Outside Sales)

BRIEF DESCRIPTION:

The purpose of this position is to identify, target and establish sales for the Sports Complex, with an emphasis on Spring Training, and City of Peoria special events. This is accomplished by identifying sales prospects and leads, researching and evaluating current sales strategies, establishing new sponsorship categories and inventory, boosting group ticket and catering sales, implementing promotions, drafting and overseeing sales proposals and agreements and assisting with the development of various promotional pieces. Other duties include assisting in the development and implementation of the Sports Complex and department marketing plans, and assisting with marketing of other programs and facilities.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	L	Builds relationships by soliciting new sponsorships, maintaining current sponsorships, maintaining records, drafting and negotiating contracts, managing inventories, reporting revenues and assisting with collections. Research and identify industries and organizations to contact and solicit for partnership opportunities. Maintain and update concise weekly sales activity report of all calls, appointments and sales. Establish a high level of customer service with current and prospective sponsors.
2	S	Assists in the development and design of facility advertising, marketing and collateral materials. Assists with the coordination and supervision of stadium advertising signage placement. Assists with coordinating the production of collateral print materials, including but not limited to, game day magazine, scorecard, pocket schedule, poster, ticket sales brochure and advertising rate sheet. Performs proofreading and completes quality checks of final products. May participate in RFP drafting and vendor solicitations.
3	S	Participates in budget related activities by projecting revenues, recommending and monitoring budget expenditures, researching products and invoicing and collections.



4	S	Assists with event organization by orchestrating pregame ceremonies, developing game and PA scripts and electronic messages, game day promotions, sponsored game day elements and pre-game/in-game entertainment, working with videographers and photographers. Assists with the hiring, training and supervision of the seasonal interns to assist in sponsor fulfillment and game presentation.
5	L	Assists with administering marketing and advertising plans by communicating with the media, writing press releases, determining advertising utilization, researching venues, evaluating pricing, developing promotional pieces, recommending rates and discounts, and providing performance reports. Develop relationships with local and regional advertising/promotional agencies. Assist with development of promotional concepts and opportunities. Maintain databases, updates and maintains websites, social networking sites and email marketing databases, and performs related administrative duties.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Education/Experience	Two year associates degree or diploma is required. Associates degree in sales, marketing or related is preferred. One year of experience in sales is required. Sports related sales experience is preferred. A valid Arizona Drivers License is required.
Knowledge, Skills and Abilities	Knowledge of sports sales, marketing campaigns, social media platforms and event production/presentation is preferred. The ability to communicate effectively with the public in a professional manner and to be detail oriented, organized and multi-task in fast paced environment is required. Proven written and verbal communication skills are also required. Computer skills are required.
Supervision	Job has no responsibility for the supervision of others.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.
Freedom to Act	The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has moderate fiscal responsibility . May be responsible for the billing, collection and/or accounting of funds. May be responsible for the handling and balancing of cash.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write press releases, editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	X	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	O	To other departments/offices, around work site
Lifting	O	Supplies, files
Carrying	O	Supplies, files
Pushing/Pulling	R	File drawers, tables and chairs
Reaching	R	For supplies, for files
Handling	F	Paperwork, monies
Fine Dexterity	C	Computer keyboard, telephone keypad, calculator
Kneeling	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	N	
Bending	R	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	O	From computer to telephone, getting inside vehicle
Climbing	R	Stairs
Balancing	N	
Vision	C	Reading, computer screen, driving, observing work site
Hearing	C	Communicating via telephone/radio, to co-workers/public
Talking	C	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software, vehicle, cell phone, camera.

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	N
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	R
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	O
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other	N

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop			
Recreation/Neighborhood Center			