

Account Executive - Corporate Sales

Employer: Washington Wild Things
Position: Account Executive - Corporate Sales
Reports To: Managing Director – Washington Wild Things
Location: Washington, PA
Contact: Dan Rossetti, Ascension Sports Partners, LLC
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BACKGROUND:

The Washington Wild Things were founded in December of 2001 when a group of local business men and women decided to purchase a team to play at the new ballpark being constructed just off I-70 in Washington County.

At the start of the 2007 season, the Wild Things sold facility naming rights to their new partner, CONSOL Energy, changing the name of the ballpark to CONSOL Energy Park and set record levels in attendance playing to over one hundred percent (100%) capacity for the season.

Ascension Sports Partners, LLC has been retained by the Washington Wild Things to search, screen, and recruit a highly qualified corporate sales professional to become an Account Executive – Corporate Sales.

SUMMARY:

Account Executive – Corporate Sales is responsible for the development of corporate marketing partnerships, integrating signage, promotions, electronic media, hospitality and all other marketing resources. This position is responsible for generating new sponsorship sales for the Washington Wild Things and CONSOL Energy Park. This involves lead generation by cold calling, networking and prospecting.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following constitutes a preliminary list of the primary essential functions of this position. THIS DESCRIPTION IS NOT ALL INCLUSIVE AND OTHER DUTIES MAY BE ASSIGNED AS NEEDED.

- Prospecting, researching and closing leads for corporate sponsorships for the Washington Wild Things, CONSOL Energy Park, and in-market events. Sponsorships will include television, radio, and web site advertising; print media; internet; promotions; fan development and community development outreach initiatives.
- Coordinating all corporate partner presentations and all related responsibilities, including collateral materials and audio/visual resources.

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- Generating annual revenue base.
- Work with Customer Service Representatives to ensure clients' sponsorship elements are implemented and value delivered.
- Creating, developing and selling new sources of inventory.
- Becoming familiar with local and national trends and emerging markets (and adjusting sales strategies accordingly).
- Coordinating with other departments on sponsored programs – departments to include game presentation, community relations, sales and box office.
- Fulfilling additional duties as assigned.

QUALIFICATIONS/EDUCATION REQUIRED:

To perform this job successfully, an individual must have previous and successful experience in the above-mentioned duties. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Four (4) year college degree. Preferably in marketing or business.
- A minimum of two (2) years sales experience (preferably in corporate sponsorships or media sales); or equivalent combination of education and experience.
- Understanding of the sales process from lead generation to close.
- Strong existing client relationships and media sales experience are a plus
- Excellent oral, written and interpersonal skills.
- Ability to meet tight deadlines and work effectively in a high-pressure environment
- Proficient in Microsoft Office programs, specifically Power Point and Excel.
- Detail oriented.
- Familiarity with the integration of sponsorships and meeting sponsors' business objectives through a proprietary association with a sports team or event.
- Ability to work unsupervised and to function both independently and as a team member.
- Flexible hours required: working nights, weekends and holidays.