



**Independence Bowl Foundation
Director of Partnership Development
Job Description**

The Director of Partnership Development position is a full-time, year-round, salaried position. Serving in a similar role with a bowl organization, with a university athletic department or with a conference is an excellent pre-requisite for this position. Having significant sales experience and interest in the business of intercollegiate athletics, specifically in the post-season bowl business is important. The Director of Partnership Development reports directly to the Executive Director.

The Director of Partnership Development position focuses on the areas of membership management and development, corporate sponsorship renewal, new sales and fulfillment and events management assistance.

Responsibilities

- * Create integrated sponsorship proposals and contracts.
- * Maintain a system for sponsor sales tracking.
- * Maintain a system for sponsor benefits/fulfillment tracking.
- * Maintain a detailed inventory of sponsor logos, event and stadium signage, and gifts.
- * Manage and execute corporate partnerships.
- * Manage and oversee all sponsorship fulfillment at all events and in all mediums where appropriate. Put sponsor tickets and benefit packages together and ensure delivery approximately four to six weeks before the game.
- * Communicate and meet regularly with current sponsors to gather necessary feedback and build relationships.
- * Work with fellow staff members to assign appropriate amounts and types of sponsors for renewal and assist in any of their sales-effort needs.
- * Communicate with the business manager on timely billing of all sponsorships and membership dues.
- * Call on sponsors who are past due to collect payment.
- * Acknowledge all corporate sponsors in a timely manner.
- * Solicit and sell corporate sponsorships and ticket packages.
- * Accurately maintain the organization's membership database.
- * Generate and facilitate all correspondence with members and potential members including renewal letters, invoices, special event flyers, volunteer surveys and other material.
- * Acknowledge all new and renewal members promptly after their dues are paid.
- * Serve as the primary staff liaison with the Membership Development Committee.

- * Communicate regularly with the Director of Events and Operations to inform them of new members and their interests.
- * Implement all signage and banner efforts with the Shreveport-Bossier City community and all corporate sponsors.
- * Participate in various committee and task force meetings during the year.
- * Oversee and coordinate all scoreboard and ribbon-board production elements of the Bowl Game and all other major events at Independence Stadium, working with the bowl's production partner(s).
- * Create signage bids and work with trade partners and local signage companies to fulfill sponsor signage orders. Also, create signage creative when necessary.
- * Submit sponsor television spots and billboards to ESPN within the network's guidelines and timetable.
- * Create timing sheets and scripts for in-game marketing elements including PA reads, sponsor features, on-field promotions, and VIP presentations during TV timeouts, halftime, and postgame trophy presentations.
- * Responsible for creation and execution of gameday script and gameday run-of-show in coordination with television broadcast partner, participating school bands, teams etc.
- * Gather various elements of the production loop for the scoreboard and ribbon board for the Bowl Game.
- * Work directly with the scoreboard and ribbon-board production crew for all major events in Independence Stadium. This will require being on-site for major events if the equipment has a problem.
- * Provide proper follow-up on the operational aspects of the scoreboard and message board advertising.
- * Responsible for assisting with troubleshooting and signage issues with the scoreboard, ribbon board and I-20 message board and working with the companies involved with the board.
- * Responsible for scheduling and uploading all I-20 sign messaging year-round.
- * Assist in the training and orientation of individuals doing internships with the Bowl Game, specifically as it relates to sales.

Assist key volunteers and other staff in the event management area and other duties as assigned.

The position includes health, vision and dental benefits, as well as 401k.

HOW TO APPLY:

To apply for the Director of Partnership Development position, please send a resume, cover letter and three (3) professional references to Radiance Technologies Independence Bowl Executive Director Missy Setters at indybowl@independencebowl.org.