

JOB DESCRIPTION: Sales and Marketing Manager



Summary

The Sales and Marketing Manager is responsible for leading aspects of the Des Moines Menace's sales, marketing and promotional initiatives. This person will develop and implement creative sales and marketing strategies to achieve annual organizational goals, while helping us in our mission to grow soccer in our community.

Responsibilities

- Develop and execute a strategic sales, marketing and fulfillment plan for the Des Moines Menace, including sales of sponsorships, season tickets, single-game tickets and group outings.
- Manage and add sales inventory to meet the changing needs of current and prospective customers.
- Foster trust-based relationships with sponsors, fans, and prospective customers.
- Create a communication plan for updating sponsors and season ticket holders about upcoming events.
- Manage aspects of the organization's sales, including reporting and tracking.
- Maximize revenues while meeting annual sponsorship sales goals and fulfill all sponsorship agreements beyond sponsor expectations.
- Assist in the marketing of the Des Moines Menace with the goal of building excitement and revenues.
- Lead promotional aspects of the game-day fan experience.
- Provide exceptional customer service while working nights and weekends at Menace home games and youth-soccer events including tournaments, camps, clinics and more.
- Other duties as assigned by the Menace's general manager.

Qualifications

- Passionate about the game of soccer.
- Experience in developing and implementing sales and marketing initiatives and strategies, preferably in the sports industry.
- Outstanding organization, communication, presentation, listening, persuasion and customer-service skills.
- Bachelor's degree and at least two years' business-to-business sales experience are preferred.
- Proven track record of B2B sales success, and a growth plan for ongoing sales training and personal development.
- Team player who is willing to do what it takes to get the job done.
- Possesses high levels of professionalism, work ethic and integrity.
- Self-motivated with a positive attitude and dedication to the organization's goals, mission, and values.

All Menace team members are expected to uphold the organization's core values:

Passion. Integrity. Caring. Teamwork. Excellence.

Apply online:

<https://chk.tbe.taleo.net/chk05/ats/careers/searchResults.jsp?org=KUMANDGO&cws=1>