



Experiential & Partnerships Coordinator

Classification: Exempt/Full-Time

Reports to: SVP of Sales & Partnerships

Supervises: No supervisory duties

Schedule: Monday – Friday, 8:30 AM – 5:00 PM, evening and weekend work as job duties demand.

Effective Date: July 2019

Summary/Objective:

Sales ambition and detail-oriented thinking are critical skills for the **Experiential & Partnerships Coordinator** position. This position will focus on fully activating current corporate partnerships around the vast portfolio of races the P3R organization manages, which includes the DICK'S Sporting Goods Pittsburgh Marathon, EQT 10-Miler and Fleet Feet Liberty Mile, along with other P3R partnered events. This full-time position is designed for individuals who want to launch their career in sports marketing & partnership sales.

Essential Duties:

- Work closely with the P3R partnership team to understand and execute corporate partner brand activation and event marketing plans throughout the year.
- Fully plan and execute micro-events as needed; for example, training runs, community events, corporate outreach events, etc.
- Champion brand promises and take a solution-oriented approach to executing corporate partner activation plans towards helping foster collaborative relationships with both internal and external stakeholders and partners.
- Provide assistance to SVP of Sales & Partnerships, Business Development Manager to cultivate new partners and expo vendors throughout the year.
- Prospect and sell the Pittsburgh Health & Fitness Expo, the Pittsburgh Great Race Expo, the Pittsburgh Marathon Finish Line Festival and other key P3R event Finish Line Festivals.
- Participates in weekly sales meetings with SVP of Sales & Partnerships, Business Development Manager, and Merchandise Manager.
- Assist in developing and executing yearly partnership kit wrap-up and overview to send to potential and current clients.
- Ensures sponsorship/vendor payment requirements, as applicable.
- Responsible for effective communication, professional development, and assistance in coordination of activities within the Partnership Department.
- Performs other duties as assigned.

Competencies:

- Passion for the mission of P3R
- Outstanding customer service skills
- Detail-oriented
- Experience in event & project management
- Outstanding interpersonal skills with ability to build relationships
- Excellent organizational and time management skills
- Excellent communication skills (verbal and written), including public speaking
- Ability to multitask and work under pressure
- Ability to develop and maintain rapport with customers and co-workers
- Ability to work with a diverse workforce
- Proficient in MS Office, including PowerPoint
- Ability to work independently and within a team environment
- Enthusiastic with ability to influence others



Work Environment:

This job operates in a professional office environment. The role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands and reach with hands and arms. The employee may occasionally lift up to 25 pounds or more.

Travel:

Occasional travel as necessary.

Required Education and Experience:

Bachelor's degree in Marketing, Communications, Business or related field with one to two years of sponsorship sales experience & event planning preferred. All applicants must have a valid driver's license.

Preferred Education and Experience:

Experience with sales, marketing and/or corporate partnerships in the sports industry.

Disclaimer:

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all responsibilities, duties, and qualifications required of employees assigned to this job.