

Job Description

Interactive Sales Account Executive

Job Title: Interactive Sales Account Executive
Department: Corporate Partnerships
Reporting: Senior Director of Corporate Partnerships
Status: Exempt

Job Summary

The Interactive Sales Account Executive is responsible for generating new business revenue with local, regional and national companies through the integrated packaging of Phoenix Coyotes and Jobing.com Arena assets in the areas of interactive media, television, radio, signage, publications, promotions, tickets, suites and hospitality. Also responsible for the overall management of several existing corporate partnerships including the development of new revenue opportunities, creating value added opportunities and mutually beneficial market activation programs.

Tasks and Responsibilities:

- Research, prospect and establish leads for corporate relationships followed by an introductory needs analysis/discovery meeting utilizing a consultative sales approach.
- Prepare and present proposals to corporate decision makers, build interactive components for all renewal and new business proposals, build interactive presentations that outline features, benefits and unique selling points of interactive properties.
- Work with web manager and other interactive staff to create saleable programs and features.
- Create valuation model for all interactive properties.
- Develop procedures with respect to booking, execution and tracking of interactive campaigns.
- Train staff with respect to interactive products, work with web manager and other interactive staff to create saleable programs and features.
- Maximize category yield in all major categories through the sale of fully integrated partnerships.
- Generate a pre-determined level of new business revenue for Coyotes and Jobing.com Arena with special attention to net revenues.
- Work closely with the corporate partnership sales team to achieve departmental goals.
- Work closely with corporate partnership coordinators to ensure contractual fulfillment with an emphasis towards maximizing cross promotional opportunities.
- Prepare weekly sales reports, activities and revenue reports.
- Manage expense budgets related to the implementation and execution of corporate partnership agreements.
- Maintain current knowledge of interactive products and industry trends.
- Work game days and special events to entertain existing partners and prospects.
- Work closely with other departments within the organization on corporate partner related programs including game operations, community relations, public relations, ticket sales, marketing, hockey and facility operations.
- Other duties as assigned by Senior Director of Corporate Partnerships.

Job Description

Interactive Sales Account Executive

Required Knowledge/Skills/Job Qualifications:

Knowledge, Skill and Ability

- Minimum of 3 or more years of professional sports corporate partnership sales experience. Media sales experience a plus.
- A depth of knowledge in interactive media and proven performance in digital online sales.
- Self motivated team player with a proven ability to work with aggressive individual and team sales goals.
- Superior knowledge regarding the practices and principles related to the sale and implementation of corporate partnerships.
- Ability to establish and maintain strong working relationships with corporate clients and co-workers.
- Excellent oral, written and presentation skills.
- Solutions oriented problem solving mentality a must.
- Must be creative, detail oriented, possess a strong work ethic, be willing to learn and have a burning desire to succeed.
- Possess superior negotiation skills coupled with a net profit bottom line mentality.
- Willingness to work nights, weekends and holidays as required.

Education and Formal Training:

- Proficient in Microsoft Word, Excel and PowerPoint.
- Previous experience with Microsoft CRM, Marketline and Scarborough Research a plus.
- Degree in sports management/marketing or related field preferred.