Position: Account Executive – Partnerships

Reports to: Corporate Partnerships Director

Location: Thorold, Ontario

Job Type: Permanent, Full time, Salary + bonus

Overview:

The Account Executive, Partnerships, will be responsible for driving corporate partnership sales and supporting the delivery of partnership programs for the Niagara River Lions. This individual will work closely with the Corporate Partnerships Director to identify and secure new business, develop compelling sponsorship proposals and sales decks, and build strong relationships with current and prospective partners.

The successful candidate will have a proactive and results-driven approach to sales, strong communication and presentation skills, and the ability to manage multiple partnership opportunities and fulfillment initiatives from initial prospecting through to execution.

Key Responsibilities:

1. **Partnership Sales:**

- Sell corporate partnership and sponsorship opportunities with the Niagara River Lions to meet or exceed individual and team sales goals
- Execute daily sales activities and meet individual sales targets
- Build and maintain a strong pipeline of new business through cold calling, networking, referrals, prospecting, and community engagement
- Identify prospective partners and develop new business opportunities across a variety of industries
- Conduct proactive outreach through phone calls, email, meetings, networking events, and direct sales
- Research prospective companies and identify opportunities to align their business objectives with River Lions assets and programming
- Develop and deliver customized sponsorship proposals and presentations based on prospective partner objectives
- Create professional sales decks, proposals, and other materials to support partnership opportunities
- Participate in sales meetings and presentations with prospective partners and assist in negotiating partnership agreements
- Maintain accurate records of prospects, opportunities, proposals, and sales activity within the CRM system (Monday.com)

2. **Partnership Fulfillment & Account Management:**

- Oversee the successful execution and fulfillment of partner agreements
- Work closely with partners to ensure contracted sponsorship assets are delivered accurately, professionally, and on time

- Coordinate partnership activations, promotions, hospitality, signage, digital assets, community initiatives, and other sponsorship elements
- Liaise with internal departments including marketing, game operations, ticketing, and finance to ensure partnership commitments are fulfilled
- Assist with partner communications and provide updates regarding upcoming activations, deliverables, and opportunities
- Support the development of partnership recap reports and provide partners with updates on campaign performance and fulfillment
- Identify opportunities to enhance existing partnerships and generate additional revenue through upselling and renewals

2. **Relationship Management:**

- Develop and maintain strong, long-term relationships with corporate partners, prospects, community organizations, and other stakeholders
- Provide exceptional service to partners from initial contact through to fulfillment and renewal
- Maintain regular communication with partners to understand their goals, provide updates, and identify opportunities for growth
- Attend community events, networking opportunities, games, and other functions to build relationships and generate new business

3. **Reporting and Data Management:**

- Track sales activity, leads, proposals, partnership opportunities, and outcomes using the CRM system (Monday.com)
- Maintain accurate and up-to-date records of prospects, contacts, accounts, and sales pipelines
- Provide regular updates to the Corporate Partnerships Director on sales activity, goals, pipeline development, and performance
- Track partnership fulfillment and assist with maintaining accurate records of contractual deliverables
- Provide feedback and recommendations based on prospect and partner interactions, market trends, and sales activity

4. **Cross- Functional Collaboration**

- Work closely with the Corporate Partnerships Director and internal departments to ensure partnership sales and fulfillment align with broader organizational objectives
- Collaborate with marketing and creative teams to develop customized partnership proposals, presentations, and activation materials
- Coordinate with game operations, ticketing, finance, and other departments to ensure successful delivery of partnership assets
- Support game-day and event-day partnership activations and hospitality experiences
- Contribute to a positive, collaborative, and results-oriented team environment

5. **Other:**

- Undertake other duties as reasonably assigned to help further the organization's goals and objectives

Qualifications/Requirements:

- Bachelor's degree in Business, Marketing, Sports Management, or a related field considered an asset but not required.
- Experience in a sales, business development, sponsorship, account management or customer service role is considered an asset
- Strong interest in sales with a demonstrated ability to prospect, build relationships and close business
- Excellent communication, negotiation, and interpersonal skills, with the ability to build relationships with internal and external stakeholders.
- Strong organizational skills and ability to manage multiple projects, deadlines and deliverables simultaneously
- Strong written and verbal communication skills with excellent attention to detail
- Ability to create professional presentations and sales decks
- Passion for sports and a commitment to creating an exceptional fan experience
- Ability to work flexible hours, including evenings, weekends, games, and events as required

How to Apply:

Applicants can forward their resume and to jobs@riverlions.ca with the subject line, "Account Executive - Partnerships".

We thank all applicants, however only those who are selected for an interview will be contacted.