



# General Manager Corporate Partnerships



## THE RUNDOWN

Playfly Sports is looking for a General Manager to join our team in Regina, Saskatchewan.

The General Manager will be responsible for generating incremental sponsorship revenue on behalf of the Saskatchewan High Schools Athletic Association (SHSAA) to meet and exceed individual and team goals for Playfly. The person in this role will work on-site with the Executive Director at SHSAA and Playfly Sports Properties senior level staff to pitch and close enterprise partnership agreements.

## WHAT YOU'LL ACCOMPLISH

- Partner with athletics department to develop and execute a sales plan to meet and exceed revenue goals for Playfly
- Manage profit and loss & budget reports to maintain and exceed EBITDA budget
- Prospect, meet and close a significant number of new and renewal high level corporate sponsorships
- Identify potential sponsors for the SHSAA sports property through networking with SHSAA stakeholders & business partners and researching local, regional & national companies
- Work with Playfly Sports Properties leadership and the SHSAA staff to create sales inventory, revenue projections and overall sponsorship strategy for the SHSAA athletics assets
- Develop sales presentations for new marketing partners by incorporating research, category dynamics and an understanding of partner's marketing goals
- Create sales proposals and draft/negotiate contracts
- Develop key marketing objectives with clients via thorough needs assessment and a collaborative sales process
- Entertain and cultivate sponsors in non-game related settings
- Prepare end-of-year recaps for sponsors
- Represent the SHSAA sports property, SHSAA, and Playfly Sports Properties in a professional manner
- Research sports sponsorship industry and stay current with relevant market trends and conditions
- Build strong understanding of all Playfly business units and offerings in order to leverage new business areas, leads, and categories
- Other job-related duties as assigned



## WHAT YOU'LL BRING

- Bachelor's degree required
- 3-4 years of direct sales experience in the sports multi-media environment required
- 6+ years of experience in a sales role preferred
- Proven ability in managing, meeting & exceeding budget & revenue goals
- Familiarity with KORE or similar CRM system
- Strong experience and understanding of integrated and "conceptual" sales
- Ability to generate and present ideas and concepts succinctly and provide creative solutions to prospects/clients
- Outstanding verbal, written and interpersonal communication skills
- Demonstrated professional sales presentation skills
- Must be driven and coachable to execute the Playfly Sports Properties revenue model and to understand the distinctive relationship with the Saskatchewan High Schools Athletic Association

## TRAVEL, LIFTING, PHYSICAL REQUIREMENTS


- Must be available for game days and evening athletic events
- Must be available to travel for client presentations
- Must be able to work nights and weekends around sporting events

## WHAT WE DO

Playfly Sports is the full-service, leading sports marketing and media company that enables brands to engage with sports fans on a local, regional, and national level through scaled linear, digital, and experiential assets. Playfly Sports drives outcome-based solutions into 90-million households via more than 7,800 live U.S. broadcasts of MLB, NBA, and NHL games; and influences sports fans of all ages through the management of college and high school multimedia rights, uniform branding, and high-profile sports sponsorship platforms. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Powered by Partnership. Visit Playfly Sports online at [playfly.com](http://playfly.com)

## WHAT WE STAND FOR

At Playfly, we know that a diverse, equitable, and inclusive company is a more innovative and successful one, but more importantly, we believe it's just the right thing to do. Through conversations, company initiatives, community events and partnerships, policy changes, data analysis, workshops, and support groups, we are dedicated to creating a workplace where everyone can thrive. We are here for the long haul and to do the meaningful work that creates true institutional change within our workplace, with our partners, and in the communities we serve.





## **EEOC & DIVERSITY STATEMENT**

Playfly Sports affirms that inequality is detrimental to our associates, our clients, and the communities we serve. Our goal is to impact lasting change through our actions. Together, we unite for equality and equity. Playfly Sports is committed to equal employment opportunities regardless of any protected characteristic, including race, color, genetic information, creed, national origin, religion, sex, affectional or sexual orientation, gender identity or expression, lawful alien status, ancestry, age, marital status, or protected veteran status and will not discriminate against anyone on the basis of a disability. We support an inclusive workplace where associates excel based on personal merit, qualifications, experience, ability, and job performance.

## **ACCOMMODATIONS**

Playfly Sports is committed to the full inclusion of all qualified individuals, and as part of this commitment, Playfly Sports will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact [recruiting@playfly.com](mailto:recruiting@playfly.com).

We are unable to sponsor or take over sponsorship of an employment visa for this role at this time.

**Apply Now**

