



Sponsorship and Premium Seat Sales Director Position Description

I. **TITLE:** Sponsorship and Premium Seat Sales Director
FLSA: Exempt

II. **ORGANIZATION AND POSITION SUMMARY:**

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy. Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Meeting each phase by our completion goals is ambitious and requires support from the entire community. Phase 1 opens in the spring of 2021 and includes Waterloo Park and the Moody Amphitheater. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

Live Nation Entertainment is the world's leading live entertainment company, comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. Ticketmaster is the global leader in event ticketing with over 500 million tickets sold annually and more than 12,000 clients worldwide. Live Nation Concerts is the largest provider of live entertainment in the world promoting more than 30,000 shows and 95+ festivals annually for nearly 4,000 artists in over 40 countries. These businesses allow Live Nation Media & Sponsorship to create strategic music marketing programs that connect over 900 brands with the 86 million fans that attend Live Nation Entertainment events each year.

Waterloo Greenway and Live Nation are seeking a Sponsorship and Premium Seat Sales Director to lead new business development for the Moody Amphitheater concert series at Waterloo Park. Product responsibilities will include sponsorships, premium seating, group and hospitality packages as well as other revenue-generating programs as added to the product portfolio. The Sponsorship and Premium Seat Sales Director will be an employee of the Waterloo Greenway Conservancy, reporting to the Chief Development Officer.





III. ESSENTIAL FUNCTIONS:

- Create, package and sell sponsorships and premium seating for the Live Nation Concert Series at Moody Amphitheater
- Actively prospect to new customers via in person appointments, phone calls, email/prospecting marketing campaigns and networking events to sell full season and group/hospitality ticket packages
- Meet or exceed revenue and key account goals
- Focus on developing and maintaining strong relationships with important decision makers at client marketing companies and their respective advertising agencies in a variety of business categories
- Craft sales presentations that creatively and distinctly differentiate and communicate unique assets addressing the goals of targeted prospects
- Educate / position assets and marketing capabilities to the sponsor/ advertiser marketplace; demonstrate the branding values of live music tie-ins to create unique marketing value
- Manage all aspects of the sales and marketing campaign for the local market including sales plans, collateral creation, email campaigns, outbound call management and inventory management
- Responsible for establishing and maintaining positive relationships with existing customers and annually renewing full season contracts
- Responsible for working all shows to network with current and prospective fans to ensure the show experience is exceeding expectations
- Structure, price, successfully negotiate and close deals that will keep you performing to expectations in tracking to your budget
- Oversee sponsor contracts, invoicing, and accounts receivable or develop processes to ensure execution and collections
- Supervise Sponsorship & PSS Coordinator
- Other duties as assigned

IV. EDUCATION AND EXPERIENCE:

- Bachelor's degree is required
- Five to ten years direct business to business sales experience, preferably in media or sports/entertainment/live event marketing
- A proven track record in relationship building and networking skills with ability to interact effectively and professionally with all levels of an organization



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- Demonstrated dedication with the ability to oversee projects from origin through execution with a sense of urgency, sometimes under a high level of pressure
- Self-starter and entrepreneurial spirit with hands-on approach towards new business development
- Highly motivated, naturally assertive, with a positive attitude
- Excellent organizational and time-management skills
- Strong interpersonal and leadership abilities with excellent oral and written communication skills

V. COMPENSATION:

Competitive compensation, dependent on experience. Full health, vision, and dental benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

VI. TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to jobs@waterloogreenway.org

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway and Live Nation Entertainment strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

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 duties, responsibilities, and qualifications required of employees assigned to this job.

