

Nashville Superspeedway

JOB TITLE: Director of Corporate Partnerships
PAY STATUS: Exempt
DIVISION: Sales and Marketing
NO. OF POSITIONS: 1
DATE: September 2021

MAJOR FOCUS:

- Actively market sponsorship, suite and FanZone programs against the NASCAR events that are hosted at Nashville Superspeedway & Dover International Speedway. Sales initiatives will focus on national, regional and local companies.

ESSENTIAL FUNCTIONS:

- Actively pursue and secure targeted new sponsorship partners while maintaining an excellent working relationship with current sponsor partners.
- Responsible for meeting sales quotas and objectives on sponsorship, suite and FanZone sales for all designated events.
- Set appointments, network, prospect and be aggressive in selling all assigned inventory and services.
- Responsible for acquisition, maintenance and servicing of all assigned accounts and target categories.
- Maintain up-to-date sales activities (Sales Force CRM), commission reports, expenses, daily and weekly sales records.
- Perform post event follow-up with all accounts.
- Work closely with the VP of Business Development to coordinate and execute all sales strategies and tactics locally, regionally and nationally.
- Streamline operations through cross training and development of staff.
- Track and measure results of all sales/promotional efforts and report results.
- Responsible to be onsite for all special events, all major events and other events as needed.
- Responsible for working within the Sales & Marketing budgets and reaching goals for the department.

ADDITIONAL FUNCTIONS:

- Other duties as assigned.

REQUIREMENTS/EDUCATION:

- Bachelor Degree in Business Administration, or related field, or equivalent experience required.
- Minimum of six (6) years of experience in the sports/entertainment industry (preferably in the area of sales/business development/partnership marketing)
- Must be proficient with Microsoft Office software

- Must be able to create presentations by utilizing available tools, i.e. Internet, Microsoft Word, Excel, PowerPoint and Digideck.
- Must be able to express ideas and sell concepts to potential business partners
- Must be self-motivated with a strong work ethic and positive attitude
- Must work well with others, be a team player, and be a strong motivator
- Must have exceptional:
 - Leadership skills
 - Organization skills
 - Communication skills
 - Excellent written and verbal communication skills
- Must be able to express ideas and make recommendations regarding departmental practices
- Must be able to solve problems and deal with a variety of situations
- Must be able to work weekends, holidays and nights as scheduled
- Must present an overall professional appearance
- Must be able to successfully pass a background check

ORGANIZATIONAL RELATIONSHIPS:

Accountable to: President – Nashville Superspeedway
Accountable for: N/A

APPLY HERE:

[CLICK HERE](#) to submit your resume for this position.

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all work requirements that may be inherent in the position.

Dover Motorsports, Inc. is an equal opportunity employer.

ADDENDUM TO JOB DESCRIPTION

These are physical and mental requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental requirements will not automatically disqualify a candidate or associate from the position. Upon request for a reasonable accommodation, the Company will review for reasonableness, depending on the requirement, the essential functions to which it relates, and the proposed accommodation.

Physical Requirements					
X	Seeing		Pushing / Pulling	X	Bend, stoop, kneel
X	Color Perception (Red /Green)	X	Climb, Ascend, Descend Stairs		Other (Specify:)
X	Hearing / Listening		Lift (pounds)		
X	Clear Speech		Carry (pounds)		
X	Touching		Drive (local / long distance)		
X	Dexterity	X	Ability to Move Distances		
X	Hand		Ability to Mount / Dismount (Forklift / Truck)		
X	Finger	X	Ability to Sit / Stand for extended periods		

Mental / Reasoning Requirements					
	Reading – Simple		Writing – Simple	X	Analysis / Comprehension
X	Reading – Complex	X	Writing – Complex	X	Judgment / Decision Making
	Clerical	X	Basic Math Skills		

Work Environment					
X	Shift Work		Outside		Pressurized Equipment
	Works Alone		Extreme Heat		Moving Objects
X	Works with Others		Extreme Cold		High Places
X	Verbal Contact with Others		Noise		Fumes / Odors
X	Face-to-Face Contact		Mechanical Equipment		Hazardous Materials
X	Inside		Electrical Equipment		Dirt / Dust

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.

Notes

Nashville Superspeedway (NSS) will play host to NASCAR's return to Nashville in 2021. NSS is owned and operated by Dove Motorsports, Inc.

Dover Motorsports, Inc. (NYSE: DVD) is a promoter of NASCAR sanctioned motorsports events whose subsidiaries own and operate Dover International Speedway in Dover, Del. and Nashville Superspeedway near Nashville, Tenn. The company also plays host to the Firefly Music Festival, produced by AEG Presents. For more information, visit www.DoverMotorsports.com.

The Director of Business Development will play a critical role in the overall corporate partnership sales process for all of Dover Motorsports, Inc. Key areas of focus include: strategic lead prospecting, CRM database management, market research, proposal development and partner acquisition. .

RESPONSIBILITIES:

- Secure incremental sponsorship revenue for Dover Motorsports, Inc.
- Work with Roush Fenway Racing and Fenway Sports Management business development teams to meet or exceed annual new business development sales goals
- Develop complete understanding of team partnership assets and benefits
- Research key/emerging categories and identify potential new partnership prospects
- Qualify partnership prospects through initial correspondence and conversations
- Determine partnership objectives of qualified prospects and assist in the development and presentation of customized sales presentations
- Build relationships with prospects, partners, industry entities and agencies
- Host qualified prospects at race weekends and team partner events
- Fill and maintain robust partnership prospect pipeline throughout the year
- Track progress and goal achievement through CRM platform
- Manage sales cycle from identification through closing stage, concluding with development of agreed upon term sheet and transition to Roush Fenway Racing account management team