

AIR FORCE

JOB SEARCH POSITION DESCRIPTION

Account Executive, Falcon Sports Marketing, United States Air Force Academy

SUMMARY:

The primary responsibility of the Account Executive is generating new business revenue with local, regional and national companies through the integrated packaging of Air Force Athletics' assets. Falcon Sports Marketing (FSM) has developed fully integrated marketing and promotional programs that include marketing rights, on-premise signage, game sponsorships, premium tickets and hospitality, event planning, as well as radio, print, Internet and Television exposure.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Report directly to the General Manager of Falcon Sports Marketing
- Identify partners and potential partners
- Prospecting, developing and closing new business
- Developing and nurture relationships between current corporate partners and FSM
- Developing key marketing objectives with clients
- Developing and helping execute traffic building promotions with clients
- Entertain and cultivate sponsors in various settings
- Assist with day-to-day tasks necessary to insure the overall success of Falcon Sports Marketing
- Responsible for fulfilling all benefits per corporate partner agreements and developing relationship between partners and Falcon Sports Marketing
- Responsible for preparing sales packages/presentation materials for all FSM employees
- Responsible for creation, planning, and implementation of FSM and/or CBSCSP special events
- Responsible for creation, planning, and implementation of sponsor promotions, including coordination of in-game promotions with Air Force Athletics
- Developing and helping execute traffic building promotions with clients
- Client contract fulfillment, execution and review
- Responsible for collection of advertisements from partners and distribution of such to radio flagship station and game day programs
- Be available to travel for client presentations or cultivation
- Be available on Game Day Saturdays, evening athletic events and coach's radio shows

QUALIFICATIONS/EDUCATION REQUIRED:

- BA or BS degree required.
- Sales experience in the media, sport sponsorship or entertainment fields preferred.
- Knowledge of Virginia marketplace a plus
- Outstanding communication skills are essential for interactions with clients, operational leaders and other senior executives.
- Demonstrated professional sales presentation skills.

IF INTERESTED, PLEASE CALL THE USOC CAREER SERVICES DEPT. AT 1-800-933-4473, Extension 1.

Falcon Sports Marketing (FSM), a division of CBS Collegiate Sports Properties is an affirmative action, equal opportunity employer and requires compliance with the Immigration and Control Act of 1986.