Pittsburgh Penguins Job Description – Partnership Sales Intern, KSU
January, 2019

Role: Intern, Partnership Sales
Direct Supervisor: Sr. Manager, Partnership Sales
Reports to: Partnership Marketing and Partnership Sales Department

Summary & Primary Functions:

Role of Partnership Sales: The Partnership Sales team exists to drive revenue from new corporate partners.

Partnership Sales Strategy: The Partnership Sales team will drive revenue by relentlessly establishing new relationships, and creating and delivering value to our potential partners.

Measurement: The primary measurement for the Partnerships team is revenue generation and the ability to find partners to fund and support specific initiatives of the Pittsburgh Penguins and Pittsburgh Penguins Foundation.

Summary of position: The Partnership Sales Intern will hold a temporary position within the company, with an emphasis on gathering practical experience in corporate partnership sales and service operations for a professional sports organization. The Partnership Sales Intern will learn and implement the sales process from introduction to closure, including the following: prospect research, securing the meeting, conducting the pitch, follow-up strategies, finalizing terms and drafting the contract. This role requires a strategic-minded individual who is passionate about sales, building impactful and objective focused partnerships, and displays a positive collaborative attitude that is in line with the Pittsburgh Penguins’ values and strategic priorities. This position will work alongside all applicable team members and departments to develop and execute a plan that creates and drives business value for our organization.

Intern Responsibilities:

- Demonstrate a superior understanding of corporate partnership fundamentals such as category knowledge, prospecting, proposal development, inventory management and activation
- Maintain current, accurate and detailed sales history records in CRM for all partners and prospects
- Utilize client objectives and goals to develop and research promotional platforms and partnership strategies
- Create, develop and maintain all proposals, research, contracts and summaries following processes and guidelines set forth by the Partnerships team
- Compile reports pertaining to proposals, contracts, budgets and other account details.
- Assist, support and coordinate with internal teams in regards to all aspects of promoting and managing all properties
- Take ownership and/or lead on designated projects and programs for both activation and sales
- Build relationships with prospect and partner representatives at all levels
- Build internal relationships and ensure that each communication and interaction fosters a positive working environment
- Develop a deep understanding of each prospect’s business goals and objectives
- Inspire our team to develop innovative concepts and ideas that deliver value to partners, lead to partner activation of our marks and assets, and ultimately ensure that every partner’s business objectives are met and exceeded
- Attend various promotional events as needed
- Represent the Pittsburgh Penguins and its affiliates in a professional manner at all times
- Other duties as assigned
Skills and Experience:
- Excellent oral and written communication skills to develop strong working relationships with partners, coworkers and other stakeholders
- Ability to think strategically, including assessment of long term implication of current choices and decisions
- Consistent, high level of attention to detail
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on understanding of organizational policies and activities
- Innovative and creative thinker, able to contribute ideas and participate in marketing efforts in the department and across the organization
- Ability to draft strong, professional written proposals with little oversight or supervision
- Professional demeanor and self-motivating personality, eager to succeed and increase revenue
- Enthusiastic about contributing to the success of the organization and department; team-oriented attitude
- Proficient in the Microsoft Office Suite, including Outlook, Word, Excel, PowerPoint and Calendar

Requirements
- Consistently available to work twenty (20) to forty (40) hours a week at PPG Paints Arena for a three (3) month period
- Ability to work non-traditional hours including evenings, weekends and some holidays as needed
- Currently a Junior or Senior enrolled at Kent State University, studying sports management, business or another related field
- This position is an unpaid internship for course credit. Scholarship funds may be available.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Strategic Priorities
ALIGNMENT | RELATIONSHIPS | VALUE | AWARENESS | CULTURE | EXECUTION

Individual values for our work environment
ACCOUNTABLE | POSITIVE ATTITUDE | CURIOUS | FOCUSED | PARTNER-CENTRICITY | PASSION | SELFLESS | SOLUTIONS-ORIENTED