

Job Posting:

USATF New England

Sponsorship Business Development Director

USATF New England is seeking to fill a new part-time position of **Sponsorship Business Development Director**.

This new position, which reports to the President, will be responsible for generating new sponsorship programs and expanding existing ones. USATF New England is one of the largest of the 57 associations that comprise USA Track & Field (USATF), the governing body for track & field in the United States.

USATF New England has over 6,000 individual and 160 club members, sanctions 600 races annually, and organizes championship events and series across track & field, road running, cross country, and mountain/ultra/trail racing. Our members include youth, open, and masters athletes, officials, and coaches.

Over the next decade, the United States will host both the 2021 IAAF World Track and Field Championships and the 2028 Olympics Games. These anchor events create a platform to grow awareness and participation in our sport throughout New England. The USATF New England's strong membership base coupled with the momentum of our sport in the US creates an exciting opportunity to design and promote creative sponsorship opportunities.

The successful candidate will have a history of understanding sports sponsorships, non-profit organizations, and the sports governed by USATF New England. The candidate will have latitude to design new sponsorship programs. The ideal candidate will share the organization's passion to grow our sport in the region. Compensation will be on a commission-only basis. Please send resume and cover letter to Employment@usatfne.org.

Sponsorship Business Development

Duties:

The successful candidate will

- Develop and grow USATF-NE sponsorship programs
- Increase sponsorship revenue for USATF-NE
- Help USATF-NE grow membership
- Build relationships with supporting sponsors, race directors, and USATF-NE stakeholders

Qualifications:

- A degree in a field related to the position, or the equivalent work experience
 - Marketing
 - Sports Management
 - Sales
 - Advertising
 - Non-profit fund raising and development

- Knowledge of track & field, road running, cross country, and mountain/ultra/trail racing constituents and stakeholders
- Experience as a track & field, road running, cross country, or mountain/ultra/trail racing competitor is desirable, but not mandatory
- Ability to pass USATF background checks

Prior Success:

- Experience generating sponsorship revenue for sporting events, sports organizations, or non-profits
- Experience generating \$10,000+ sponsorship deals desirable
- Experience directing or working sport/recreation events

Application will be accepted until position is filled. All candidates should send a resume and cover letter to Employment@usاتفne.org for consideration.