

JOIN OUR TEAM

**WSF** Women's Sports  
Foundation®

# Women's Sports Foundation

We exist to enable girls and women to reach their potential in sports and life.



## Senior Manager, Marketing & Partnerships

**Reports to:** Director, Marketing & Partnerships

**Location:** New York, NY

**Status:** Exempt

**Salary:** \$65,000 - \$75,500

### Who we are.

The Women's Sports Foundation is an ally, advocate and catalyst for tomorrow's leaders. We exist to enable girls and women to reach their potential in sport and life. Founded by Billie Jean King in 1974, we are committed to achieving equality, diversity and inclusion in sports, and value teamwork, resilience and innovation. We are building a future where every girl and woman can #KeepPlaying and unlock limitless possibilities through the lifelong benefits of sport participation.

### About the opportunity.

The Senior Manager, Marketing & Partnerships will join an energetic and collaborative team at the Women's Sports Foundation's (WSF) and play an integral role in supporting WSF's marketing and growth strategies.

Reporting to the Director of Marketing & Partnerships and working closely with the Foundation's Chief Marketing Officer (CMO), this role will help cultivate, activate and steward corporate partnerships. This role will also assist in implementing WSF's vision for key initiatives, campaigns, and signature events, while demonstrating a high level of creativity, attention to detail and project management proficiency.

### We will count on you in the following areas.

1. Corporate Partner Cultivation, Activation and Stewardship
  - Under the direction of the Director of Marketing, assists with various aspects of corporate prospecting and cultivation
    - Actively research partner opportunities and industry trends
    - Identify potential partners that align to WSF mission and values, and help solicit small to mid-size partnerships

- Screen incoming partnership inquiries
  - Designs prospect proposals, and helps to develop marketing materials including event collateral, brochures and fact sheets, to support corporate cultivation
  - Serves on cross-functional project teams to help execute sponsored programming and recognition opportunities
  - Coordinates ongoing correspondence with partners and prospects including special mailings, quarterly updates and year-in-review reports
  - Under the direction of the CMO and Director of Marketing, maintains accurate partner engagement records, monitors revenue and expenditures, and oversees invoicing and vendor set up
  - Follows trends in marketing, sponsorship and development to further drive WSF's brand awareness, stakeholder engagement and donor loyalty
2. Marketing Communications and Brand Strategy
- Contributes to communication and brand strategies that drive the success of partner activations, fundraising campaigns and mission-driven initiatives
  - Helps cross-train other departments on how to apply WSF brand guidelines, and how to utilize creative assets and templates
  - Supports the digital strategy, social media and website integration for sponsored programs including The Power of She Fund, Sports 4 Life, Travel & Training Fund and Athlete Ambassador Program
3. Events
- Actively participates in the planning and execution of WSF events, including oversight of third-party agencies and vendors, as needed
  - Oversees the execution of partner-related benefits for the WSF's signature gala, the Annual Salute to Women in Sports, as well as other events
  - Assists the Marketing and Development teams with events sales, sponsorship and overall fundraising efforts

**What makes you stand out.**

The ideal candidate will possess a combination of skills, experience and passion in the following areas:

- Ability to meet established deadlines, with attention to detail and a keen focus on quality
- An understanding of maintaining brand equity, and ability to adhere to brand guidelines
- Proficiency in graphic and material design with PowerPoint and Photoshop or similar programs
- Strong understanding of women's sports and female athletes
- Skilled in audience engagement strategies, a plus
- Capable of thinking creatively, analytically and independently
- Curious and creative self-starter with ability to drive success within budget

**What you need to have.**

The ideal candidate must possess a combination of skills, experience and passion in the following areas:

- Bachelor's degree, and 6 to 8 years of professional experience in marketing, sales, corporate cultivation or related area
- Strong project management skills; demonstrated ability to prioritize and handle several projects simultaneously while meeting tight deadlines
- Excellent communication skills, both written and verbal, ability to articulate in a clear and concise manner across various levels of stakeholders

### **What we offer.**

In addition to a competitive salary based on experience, WSF also offers a generous benefits package that includes:

- Medical, vision, and dental insurance
- Disability and life insurance
- Pre-tax medical savings plan
- Generous PTO and leave policies

Currently, we are a hybrid workplace that is subject to change. However, we provide a workplace that nurtures a culture that offers a high degree of flexibility and enables our employees to keep their life balanced.

The Women's Sports Foundation values an inclusive team and encourages individuals of diverse backgrounds and identities to apply. The Women's Sports Foundation is an equal opportunity employer.

### **Your next steps.**

For immediate consideration, please submit your application to <https://ideali.st/rWBBmh>

Please include the following:

- Your resume
- A cover letter that answers the following:
  - What about WSF and our purpose interest you and why?
  - Describe your preferred work environment

If you have questions, feel free to contact [HR@WomensSportsFoundation.org](mailto:HR@WomensSportsFoundation.org).

**#KeepPlaying**