



# Director of Athletic Partnership Sales

*Full-Time Staff Appointment | Reports to the Director of Athletics*

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Southern Virginia University's Department of Athletics is seeking an energetic, results-driven Director of Athletic Partnership Sales to source, sell, and steward corporate sponsorships across SVU Knight Athletics. This position is responsible for generating new revenue through the sale of assets including venue and facility signage, naming rights, digital and social media placements, game-day and event activations, and full-program sponsorships. The Director will build and manage a partnership pipeline from prospecting through close and fulfillment, serving as the primary commercial point of contact between the University and its corporate partners.

## **RESPONSIBILITIES**

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### **Partnership Sales & Revenue Generation**

- Source, pitch, negotiate, and close new sponsorship and partnership agreements across SVU Athletics, including naming rights, venue and facility signage, digital and social media placements, and full-program sponsorships
- Build and manage a robust pipeline of local, regional, and national prospects, maintaining a consistent cadence of outreach, meetings, and proposals
- Develop and price sponsorship inventory and tiered partnership packages that align partner objectives with available University assets
- Meet or exceed annual revenue targets established in coordination with the Department of Athletics
- Identify and pursue new categories of revenue, including camps and clinics, streaming and media, hospitality, and special events

### **Account Management & Fulfillment**

- Serve as the primary relationship manager for corporate partners, ensuring contracted assets are delivered accurately and on time
- Oversee activation and fulfillment of partnership agreements in coordination with marketing, communications, and event staff
- Lead renewal conversations and proactively grow existing accounts through upsell and expanded activation
- Prepare recap and proof-of-performance reports that demonstrate partner value and support retention

### **Strategy & Collaboration**

- Partner with the Office of Marketing & Communications to ensure all sponsorship assets align with University brand standards
- Collaborate with coaches, athletics staff, and University leadership to identify sellable assets and activation opportunities
- Provide input on pricing strategy, inventory development, and long-term revenue planning for SVU Athletics
- Represent the University and its Christ-centered Mission to Gather. Lift. Launch. in all interactions with partners, vendors, and the community

## General

- Maintain accurate prospect, pipeline, and account records using departmental CRM software
- Coordinate contracts, invoicing, and revenue tracking with the appropriate University offices
- Represent SVU at games, community events, and industry functions, including some evenings and weekends
- Perform other duties as assigned by the Director of Athletics

## MINIMUM QUALIFICATIONS

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- Bachelor's degree
- Two or more years of demonstrated success in sales, sponsorship, business development, or a closely related field
- Proven ability to source leads, manage a pipeline, and close revenue against defined targets
- Strong interpersonal, presentation, and negotiation skills
- Exceptionally organized, self-directed, and able to manage multiple accounts and deadlines
- Willingness to travel locally and work occasional evenings and weekends as events require
- Commitment to SVU's mission and values

## PREFERRED QUALIFICATIONS

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- Experience in collegiate athletics, sports, media, or multimedia rights sales
- Established relationships with regional businesses, agencies, or corporate sponsors
- Familiarity with sponsorship valuation, inventory development, and activation or fulfillment
- Experience with customer relationship management (CRM) software

## ABOUT THIS ROLE

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This is a full-time staff appointment within the Department of Athletics. The Director of Athletic Partnership Sales is a revenue-generating position; compensation is expected to include a base salary plus a performance-based incentive tied to new and renewed partnership revenue, to be determined in coordination with the Office of Human Resources and the Department of Athletics.

## APPLICATIONS

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Interested candidates should submit a cover letter, resume, and contact information for three professional references to Human Resources at [hr@svu.edu](mailto:hr@svu.edu). Applications will be accepted and reviewed until the position is filled.

## ABOUT SOUTHERN VIRGINIA UNIVERSITY

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Southern Virginia University is a private, faith-based institution of higher education aligned with the restored gospel of Jesus Christ as taught by The Church of Jesus Christ of Latter-day Saints. As a university, we gather faithful Latter-day Saints and those who share our values, lift intellectually, socially, and spiritually, and launch into successful lives and careers. Applicants are invited to learn more about the university at [svu.edu/mission](http://svu.edu/mission).

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***By Study & By Faith***