

*Washington*  
**STATE FAIR**  
**EVENT CENTER**

**STRATEGIC PARTNERSHIPS MANAGER**

The Washington State Fair Event Center is hiring a Strategic Partnerships Manager, who is results-driven and a proven sales leader, to build meaningful partnerships that align with the organization's mission and goals. The role is responsible for driving results to maintain and grow over \$2.5 million in cash sponsorships and over \$1.5 million in business development, group sales, and events, ensuring the financial sustainability and growth of key fair programs for all five signature events annually.

The ideal candidate is collaborative, partner-focused, and skilled in developing high-impact relationships with corporate sponsors, and partners. The candidate should possess strength in building and leading teams and the ability to work across departments and at all levels. They will play a crucial role in maintaining and growing our book of partners, bringing new programs to the fair, improving overall processes, and increasing the reach for the brands.

**ESSENTIAL JOB DUTIES**

**Partnerships and Sponsors**

- Develop and execute a comprehensive strategy to achieve revenue goals in sponsorship and business development.
- Maintain and grow partnerships, prospect new sponsors, and champion new projects with new and existing partners to achieve optimal revenue growth.
- Responsible for achieving annual sponsor goals and ongoing communications and status updates.
- Responsible for negotiating renewals and growth of multi-year sponsors, sales of community-based programming to local businesses, assigned trade agreements, and working with appropriate team members to identify needs and secure appropriate trade sponsor(s), equating to approx. 30% of the total book of business.
- Work with the Chief Growth Officer (CGO) to develop annual plans and long-term strategies to create successful outcomes.
- Represent the Association as an industry leader, ensuring the strategic partnerships and partnership processes are appropriately visible both internally and externally.
- Be the unique voice of both the organization and the partner – ensuring synergistic alignment and fostering long-term productive collaboration. Proactively manage the strategic partnerships to deliver on business targets.
- Identify and implement policies and protocols that allow partnerships to thrive. Support partners in creating impact. Responsible for driving key performance indicators.
- Work directly with the sponsorship sales contractor. Responsible for communicating initiatives, provide guidance on department revenue goals, asset valuation and pricing, programming and board relations.
- Coordinate with various departments, teams, and outside sources in the development of sales tools, including presentation materials, sales decks, and videos.

**Partners and Business Development**

- Lead the development of annual plans and long-term strategies to create successful outcomes.
- Provide vision and direction for prospecting and client outreach and cultivation.

- Ensure that all aspects of the business development department's responsibilities are met, and annual revenue goals are achieved.
- Formulate recommendations and lead reviews of new opportunities, technical applications and business models to ensure overall alignment.
- Provide support and guidance to the Business Development Coordinator in developing strong relationships with staff and consultants as well as development of strategic programming.
- Work with Business Development Coordinator to ensure sufficient seasonal and event staffing.

### **General Administrative Functions**

- Ensure that effective internal processes and legalities are in place to manage and govern the partnerships.
- Oversees department budget preparations, financial and data analytics, and monthly and annual reporting for both Sponsorship and Business Development.
- Supervise sponsorship and business development employees, including seasonal staff; ensuring responsibilities within the departments are met.
- Work with Management and Key Leaders to identify sponsorship assets and benefits including on-site visibility, display and/or sales areas, promotions, advertising exposure, tickets and hospitality, and other potential benefits. Collaborate with contractors and consultants in reviewing and giving final approval for sponsor inclusion in collateral material, official programs, advertising, TV, Radio, and signage.
- Responsible for the interviewing, hiring, training, supervising and scheduling department personnel.
- Responsible for streamlining departmental policies and procedures, forms, computer program systems and usage and staff responsibilities. Determine direction for staff skill development.
- Member of Fair Leadership team. Participates in the formulation, planning and implementation of initiatives and strategic planning.
- Attends and participates in the Advertising/Marketing, Rodeo and Facility and Space Rental Committees.
- Works with Sponsorship Board Committee Chair, CGO & Sales Consultant to develop quarterly Sponsorship Committee meeting agendas and presentations. Reports on Business Development progress. Monthly updates to the sponsorship committee chair.
- Represent the Fair at networking events and industry meetings in the region. Attend networking opportunities (associations, chambers, etc.) that align to build new clientele and referrals.

### **IDEAL QUALIFICATIONS**

- Bachelor's degree in business or related field and five years of sales experience, sponsorships, events and/or marketing or an equivalent combination of education and experience that demonstrates the competency requirements of partnership development.
- Perform each essential duty consistently while demonstrating strong leadership and management skills.
- Proven experience in sales, sponsorships, partnerships, and business development, with a track record for meeting and exceeding revenue goals.
- Excellent negotiation, communication and relationship-building abilities.
- The ability to think strategically and execute tactically in a fast-paced, mission-driven, live-event environment.

- Must have the ability to work independently and as a contributing member of the Fair team, developing a positive atmosphere within the organization.
- Excellent organizational and communication skills and high attention to detail, with a focus on customer service and the ability to work well with others.
- Ability to prepare and present information internally and externally to various audiences, prospects, and team members.
- Demonstrate a collaborative spirit and the ability to be flexible. Basic understanding of marketing and special events.
- Possess strong computer skills with knowledge of Microsoft Office Suite, including advanced Excel and presentation skills.

### **COMPENSATION & BENEFITS**

The pay range for this position is \$93,000 to \$121,800/annually based on an assessment of the knowledge, skills, and experience of the candidate offered. Employees are offered healthcare coverage options which include medical, dental, vision, long long-term disability insurance and are able to enroll in the Fair's 403(b) plan. Employees accrue ten vacation days and eight sick leave days a year, which can be used once accrued. Additionally, employees enjoy fourteen paid holidays throughout the calendar year.

### **HOW TO APPLY**

Please email your cover letter and resume to [carid@thefair.com](mailto:carid@thefair.com). The job posting will remain open until the position is filled.