

Director of Baseball Development

Job Status: Full-Time

Location: Torrance, CA

GENERAL SUMMARY

- Business development lead with a history in baseball from youth to amateur to the professional ranks. This person should be comfortable managing a budget for the business unit and be able to lead all facets of the business, including; sponsorship and advertising sales, strategic partnerships, registration based revenue generation, event operations, marketing and other operational requirements.
- This person should be growth-minded and have experience building a business in the youth sports space.
- Travel will be necessary & will need to reside in the Los Angeles area

REQUIREMENTS

- Bachelor's Degree (Master's preferred) or equivalent combination of education and work experience
- 5-7 years of work experience within the baseball space from youth to amateur to the professional ranks
- Must be passionate about the sport of baseball
- Ability to manage multiple projects at one time
- Self-motivated, Strong analytical thinking and problem-solving skills
- Excellent client facing communication skills, both oral and written, with experience in communicating to audiences with varying levels of technical understanding
- Dedicated to high quality and strong attention to detail
- Ability to work evenings, weekends, and holidays, based on business needs and events

JOB RESPONSIBILITIES (include but limited to)

- **Business Development (Sales)** – Responsible for new business development.
 - Direct and coordinate all company sales and marketing functions.
 - Develop and coordinate sales selling cycle and methodology.
 - Organize internal ideation process as it pertains to new sales development initiatives.
 - Oversee the development of custom sales packages to present to clients.
 - Directly manage major and critical developing client accounts, and coordinate the management of all other accounts.
- **Business Unit Growth** – Develop and execute the growth strategy for the baseball business
 - Create and manage a plan to build the baseball business through new and existing streams of revenue, including premium events, new event platforms, sponsorships and other strategic partnership opportunities.
 - Work with new and existing partners to create collaboration opportunities with the goal of driving incremental revenue
 - Utilize baseball knowledge and network of baseball contacts to gather information across platforms.

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- **Account Servicing (All clients)** – Work directly with internal account managers to ensure team is executing all client deliverables based on client contracts.
 - Communication between the client and SS events team to provide strong team representation and set proper client expectations.
 - Event deliverables are being communicated and executed.
 - Necessary client information and data is being captured at events (athlete info, photos, video, etc.).
 - Comprehensive event sponsorship recaps are being provided to account leads in a professional, timely fashion.
 - Providing “add-values” when needed at events.
 - Ensure all deliverable in event contract are being executed.
 - Account managers are maintaining a positive working relationship with clients (in particular, on site at events).
 - Ensure invoicing schedules are being executed in a timely fashion.

- **Baseball Event Operations** – Responsible for execution and overarching strategy of all baseball events.
 - Work with Director of Baseball Operations lead to:
 - Set overarching event strategy and highlight potential event sensitivities.
 - Determine and communicate financial budgets to operate under.
 - Establish clear event deliverables that meet Student Sports standards.
 - Ensure client expectations are clearly communicated and executed.
 - Assist in making baseball decisions on event format, schedules, etc. (balancing client requests and personal expertise in baseball)
 - Assist in operations for NB Baseball Games and tryouts.
 - Attend tryouts and finals to assist in event management and database content fulfillment.
 - Work with internal creative team in the creation of baseball event collateral pieces.
 - Assist in baseball event recapping
 - Lead direction and all communication around NCAA or state association compliance issues at Baseball Events.
 - Identify and enable sport experts to ensure authenticity to baseball Events.

- **Management** – Responsible for growth and development of direct reports
 - Provide tools necessary for direct reports to develop.
 - Hold direct reports accountable to agreed upon business objectives.
 - Cascade necessary business information to assist with growth of direct reports.

- **Digital** – Work closely w/ the Director of Media to ensure:
 - Area Code o/o channels are creating and distributing necessary content to remain the leader in the space.
 - Area Code is delivering on all contracted and agreed upon content for brand partners.
 - Area Code is working with strategic media partners to the benefit of our athlete participants, brand partners and the Area Code business.