

## Sponsorship & Sales Manager

### Job Overview:

You will lead and grow the Bellevue Downtown Association's sponsorship portfolio and funding strategies to support major community festivals and events, BDA member events, and downtown marketing initiatives. This role also oversees and creates marketing and media strategies to support our community event portfolio, online and print publications, promotions, and sponsor and membership development. You'll join a high-performing team that loves to celebrate the people and places of Downtown Bellevue, bring strong value to our members and partners, and foster a dynamic civic and cultural community. The BDA produces the following major festivals and events: Bellevue Family 4th of July, Bellevue Jazz & Blues Festival, Four on the 4th Dog Jog & Walk, Magic Season Ice Arena, 6th Street Fair, Live at Lunch Concert Series, Dine to Win, BDA Member Breakfast Series, and the BDA Annual Celebration.

### Essential Duties:

- Lead and manage the BDA's marketing and sponsor-recruitment and development efforts to sustain and grow our portfolio of major community and member events.
- Secure cash, media, and in-kind sponsorships and lead key activities, such as proposal development and presentation, sales tracking, invoice scheduling, contracts, new business/lead research, vendor booth coordination, event summary reports and recaps, sponsor compliance, and sponsor gifts.
- Manage the publication of the *Bellevue Downtown* quarterly magazine and website, including advertising sales, print and online content, and distribution.
- Manage core elements of strategic marketing initiatives for the BDA and Downtown Bellevue. These efforts include: design, production and distribution of event and promotional materials and content; media partnerships; marketing research; and measurement.
- Oversee updates of web sites and planning for social media efforts, as well as video and photography.
- Collaborate with team members to establish project plans, workflow and priorities that align with BDA goals.  
Play an effective leadership role with the BDA team to renew and recruit BDA members.
- Represent the BDA with arts and community organizations and provide strategic support for activities that foster a dynamic civic and cultural community.
- Staff BDA committees created to support events and marketing efforts.

### Desired Qualifications:

- Bachelor's degree, ideally with an emphasis in marketing, public relations, or business administration.
- At least four years of relevant professional experience, including sales, in increasingly responsible roles.
- Exceptional communication, organization and problem solving skills.
- Outstanding project management skills, including the ability to produce, track and manage multiple deliverables with overlapping deadlines in a high-performing environment.
- Track record of problem solving and team collaboration.
- Detail-oriented and deadline-driven with ability to prioritize accordingly.
- Passion for articulate storytelling and creating original content to share on website, social media and magazine.

- Demonstrated experience planning and implementing social media strategies and using a broad array of engagement platforms, such as Facebook, Twitter, Instagram and other social media.
- Ability to proficiently use Microsoft OS products. Familiarity with Adobe Photoshop, Illustrator and InDesign desired.
- Excellent customer service skills. This role often interacts with sponsors, members, board of directors and the downtown community.
- Strong interest in the Bellevue community and Downtown Bellevue.

**To Apply:**

Please forward your cover letter and resume to: [apply@bellevuedowntown.org](mailto:apply@bellevuedowntown.org). Only those whose applications are being considered will be contacted. The BDA is an equal employment opportunity employer.

The BDA offers a competitive compensation and benefits package. Salary for the position will depend on the candidate's experience and is based on salary benchmarks for similar nonprofit sponsorship and marketing roles.

**Bellevue Downtown Association:**

Established in 1974, the Bellevue Downtown Association is the convening nonprofit organization for downtown leadership, advocacy and marketing. Members represent the downtown community and fuel its growth with their energy, ideas and commitment. Our mission is to strengthen the economic and cultural vitality of Downtown Bellevue. Home to 52,000 jobs and 13,000 residents, Downtown Bellevue is a vital economic engine for the region and a magnet for innovation, growing businesses and a talented workforce. The city center attracts millions of visitors each year as one of the West Coast's premier shopping and entertainment destinations.