



## DIRECTOR OF SPONSORSHIPS

### About DRI

DRI is the leading organization of defense attorneys and in-house counsel. Membership in DRI provides access to resources and tools for attorneys who strive to provide high-quality, balanced and excellent service to their clients and corporations. DRI is host to 29 substantive committees whose focus is to develop ongoing and critical dialogue about areas of practice. DRI provides access to resources and tools to grow your practice – members can search a database of more than 65,000 experts, attend renowned CLE seminars, conferences and webcasts, network with 20,000+ like-minded defense practitioners and more.

### Position Summary

We are seeking a seasoned sponsorship professional to lead DRI's efforts in developing a comprehensive sponsorship/corporate partnership strategy. In this role, you will be responsible for creating and implementing a robust plan designed to generate significant revenue by soliciting sponsorship of DRI's various products and programs, as well as leading an internal sales team. You will work closely with various departments within DRI to source all available inventory and provide input to the executive team on market trends and opportunities. The ideal candidate is familiar with the legal space and possesses a substantial "rolodex" of potential partners. The Director of Sponsorships reports to the Executive VP of Growth Strategy and Branding.

### Key Duties and Responsibilities

- Develop and implement a comprehensive sales strategy to create new interest in long-term partnerships with DRI
- Work closely with the Executive Team to create aggressive revenue goals that complement DRI's overall growth objectives
- Design programs that will provide potential sponsors with a strong and measurable return on investment
- Hire, train and manage a small team of sales professionals, ensuring they have the skills and support needed to close large contracts
- Collaborate with the marketing team to develop appropriate collateral, messaging and promotional campaigns
- Create a system to manage sponsor/partner account information and contracts
- Work closely with the accounting department to ensure the timely delivery of invoices
- Regularly report on progress, opportunities and successes to the Executive Team
- Develop and manage team budget
- Track and monitor sponsorship/partnership industry best practices
- Adhere to DRI's brand standards when promoting opportunities and cultivating sponsor relationships

### Marketing Coordinator Requirements and Qualifications

- Bachelor's degree
- 10+ years of successful business development experience, preferably in the professional services space

- 7+ years' experience in sponsorship/ad/event sales, with a proven track record of establishing, maintaining and growing 6 -7 figure corporate sponsorships/partnerships
- Demonstrated success leveraging metrics and business processes to increase revenue for a national or large regional organization
- 5+ years' direct management/supervisory experience
- Direct knowledge and experience in the field of association or non-profit sponsorships
- Ability to lead and execute on multiple projects and deadlines
- Excellent written and verbal communication skills and experience in selling to C-level decision makers
- Understanding of how to properly motivate and support a sales team
- Creativity and willingness/ability to think "outside of the box" regarding new revenue opportunities for DRI
- Strong project management skills, must be well-organized
- Some travel may be required

### **Working Conditions**

This position works 40 hours per week Monday through Friday around core business hours. Chicago-located candidates preferred but will consider qualified professionals from elsewhere in the U.S. to work remotely.

### **Equal Opportunity Employer**

DRI provides equal employment opportunity without regard to race, color, creed, gender and gender identity or expression, age, mental or physical disability, medical condition, including pregnancy and childbirth, religion, national origin, marital status, sexual orientation, ancestry, genetic information, political belief or activity, veteran or military discharge status, or any other basis protected by local, state or federal law and regulations under Title VII.

The policy applies to all employment practices, including but not limited to recruitment, hiring, training and development, promotion, transfer, termination, layoff, compensation, benefits, social and recreational programs, and all other conditions and privileges of employment in accordance with applicable federal, state, and local laws.

### **Benefits**

- Life Insurance
- Medical Insurance
  - PPO/HRA, Prescription Drug Program, HMO, and Prescription Drug Copay are available
  - Dental Insurance
  - Vision Insurance
- Short-Term and Long-Term Disability
- Work/Life Balance Program
- Identify Theft Insurance
- Up to 15 vacation days per year, which accrue monthly
- Up to 12 sick days per year, which accrue monthly
- Up to two personal days per year