

JOB DESCRIPTION
ACCOUNT EXECUTIVE



CLASSIFICATION Year-round; Full-time

FLSA Exempt

REPORTS TO Director, Commercial Partnerships

LOCATION USANA Center of Excellence, Park City UT

TRAVEL 25%

REVISION DATE July 2022

SUMMARY / OBJECTIVE

The Account Executive works to serve and manage U.S. Ski & Snowboard's Corporate Partners and assist in the day-to-day operations of the department under the direction of the department head/Director, Commercial Partnerships.

ABOUT US

U.S. Ski & Snowboard is committed to lead, encourage, and support athletes in achieving excellence and making the United States of America the Best in the World in Olympic skiing and snowboarding. We value all backgrounds, identities, and walks of life because it reflects who we are, who we seek to serve, and because diversity of all kinds makes our organization stronger. If you want to work for an organization that strives for equity and fosters an inclusive culture, we encourage you to apply.

ROLES & RESPONSIBILITIES

To serve and manage key U.S. Ski & Snowboard Partners.

Assist in the day-to-day operations of the department under the direction of the department head, Director, Commercial Partnerships.

Athlete Experience:

1. Implement and manage direct support relationships between Partners, Organization and our Athletes.
 - a. Facilitate contracting, contract deliverables and payment processes
 - b. Build upon U.S. Ski & Snowboard's Athlete Content Collective platform to further enhance Partner relations, Ambassador programs, and our Athlete influencer network
2. Develop new and creative ways to link partners with our Organization, Teams/Athletes, and Partnership network.

Operational Excellence:

1. Full management and servicing responsibilities for designated partners.

2. Manage hospitality and on-site marketing programs at major U.S. Ski & Snowboard events.
3. Manage on-site partner activation for events.
4. Assist Chief Revenue & Philanthropy Officer, the Senior Director, Commercial & Philanthropic Partnerships and the Director, Commercial Partnerships in new revenue development.
5. Renew contracts with existing partners, write contracts and deliverables.
6. Create and implement marketing campaigns leveraging U.S. Ski & Snowboard assets with existing partners.
7. Develop digital campaigns specific to partner objectives and strategically execute through digital and social media outlets.
8. Develop and deploy targeted email marketing campaigns on behalf of clients in conjunction with Marketing Communications Team.
9. Create content plans in conjunction with Marketing Communications Team for both digital and social media activations for clients.
10. Generate and present yearly season reviews for clients.

Financial Performance:

1. Manage Partner agreements as assigned. Drive growth to meet financial goals by renewing contracts and exploring new opportunities within categories and companies.
2. Nurture new partner opportunities with national and regional companies.
3. Create revenue generating marketing programs for partners and identify new inventory.
4. Additional contributions to overall success of the Marketing and Commercial Departments as needed.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

ESSENTIAL FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. The candidate will need the ability to work at COE and with other departments for 60% of time and may elect to work up to 40% from home or other locations.
2. This position requires a minimum of 40 hours per week (generally 8 a.m. – 5 p.m. daily) Monday - Friday. This is an exempt position, which requires travel to events and other ski/snowboard industry trade shows.

3. Long periods of time using computers to maintain work – up to 8 hrs./day sitting / standing at desk.
4. Periods of time moving boxes, unpacking, processing, picking and shipping of merchandise to distribution areas (trailer, COE, etc.).
5. Able to carry heavy items up to 50 lbs. unassisted, and over 50 lbs. assisted.
6. Frequent lifting, bending, kneeling, twisting and maneuvering in all outside environments and w/in the merchandising trailer.

COMPETENCIES & EXPERIENCE

1. Bachelor's Degree in a relevant field of expertise (MBA is a bonus).
2. 1-3 years of experience in client services and contract fulfillment.
3. Understanding of Google and/or other overall site analytics.
4. Adaptable to evolving priorities.
5. Strong written, verbal and time management skills.
6. Driven, confident, proactive, goal oriented, enthusiastic.
7. Team player.
8. Proficiency in G-Suite, Word, PowerPoint, Excel, Monday.com, Salesforce and other e-commerce systems, required.
9. Excellent interpersonal skills.
10. Positive attitude.
11. Creativity.
12. Strong organizational skills.
13. High level of professionalism (telephone etiquette manners, dress, promptness).

SUPERVISORY RESPONSIBILITIES

- Manages up to three interns for the Marketing Team Intern Program.

SIGNATURES

Employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee_____ Date_____