

## New Media Sales Manager

Maloof Sports & Entertainment (Sacramento Kings, Monarchs and ARCO Arena) is creating a new position for a New Media Sales Manager

Summary: This position will primarily be responsible for:

- Oversight and implementation of online sales development and activation across all digital platforms including web sites, affiliated micro sites, and mobile opportunities.
- Representing all digital properties in Strategic Alliance sales meetings and with thorough development of corporate partner integrated online strategies throughout proposal process.
- Swift implementation of emerging digital sales strategies, including growth and development of new digital opportunities and applications as they relate to the sports industry and affiliated MS&E business opportunities.
- Enhancement and creation of online educational tools for the corporate sales staffs of MS&E. This would also extend to periodic online educational sessions for corporate partners of both teams.
- To serve in an advisory capacity to the MS&E marketing and communications teams for strategic online planning, interactive ad campaign development and policy making.
- To play a leadership role in development of league online policy and to serve as an advocate through innovative solutions for team digital rights within the NBA.
- The critical success factors are listening and learning discovery skills combined with the creative ability to assist in the design of innovative, co-branded activation components to complement the assets of each brand and maximize return on investment for each partner.
- Leverage the Maloof brands to generate extraordinary impact on behalf of our partners will be based on a comprehensive analysis of each partner's business-building objectives and opportunities.
- Demonstrated alignment with the company's vision, mission and core values
- Selling the brands, products, and services of the organization, and;
- Ongoing self-development.
- Collaboration with key internal/external resources.

### QUALIFICATIONS:

- Minimum of four to five years of New Media sales.
- Proficient with MS Word, Excel and Power Point
- Senior level decision-maker, business-to-business sales.
- Long-term strategic relationship development.
- Exceptional listening, learning, creative and communication skills.
- Ability to work nights/weekends/flexible schedule.
- College degree in business administration, marketing or related field required.

Apply to [JJY@gamefaceinc.com](mailto:JJY@gamefaceinc.com).