

Director/Vice President Sponsorship Sales

The Opportunity

Anthem Sports and Entertainment is looking for a dynamic and experienced sales executive to drive sponsorship and direct ad-sales revenues for its sports and media properties, including IMPACT! Wrestling, Invicta FC and Gravitas Movies. Reporting to the Chief Revenue Officer, this position identifies, executes, and manages strategic sponsorship campaigns, through innovative and consultative deal making.

Key Responsibilities:

- Build and nurture relationships and win business by deeply understanding the client needs
- Develop sponsorship opportunities that make use of both Impact! and Invicta FC's offerings, including television advertising, live events, pay-per-view, digital and mobile assets
- Work with Anthem content acquisition team to develop sponsorship opportunities for other programming developed by Anthem (TV series offerings for AXS TV and other networks, FAST Channels, movie launches, etc)
- Use insights and marketing data to create robust sponsorship campaigns and presentations
- Pitch to both Chief Marketing Officers and advertising agencies
- Build relationships, pipeline opportunities, and close deals
- Manage existing and cultivate new customer relationships
- Participating in relevant industry activities

What you will bring:

- Undergraduate degree in communications, marketing, business or related field
- 5-8+ years' sales experience or equivalent
- A passion for wrestling and MMA
- Self-motivated with an entrepreneurial mindset
- Strong sales stamina
- Strong presentation and negotiation skills
- Exceptional client service and relationship management
- Ability to manage tight deadlines, multitask, and excel under pressure
- Solid interpersonal skills and the ability to maintain a healthy team dynamic
- Excellent communication skills, both written and verbal
- Strong organizational abilities and attention to detail
- Track-record of securing sponsorships and/or direct ad-sales

Location

New York/Toronto/Nashville/LA

Salary

Base - \$150,000 + commission and bonus

About Us

Anthem Sports & Entertainment's mission is to create and distribute content, serving passionate communities across multiple platforms. We aim to provide a great life and work experience for our employees, while giving our customers an engaging and stimulating way to enjoy their passions and rewarding our shareholders with a superior return on their investment.

Anthem's current portfolio includes AXS TV, HDNet Movies, Gravitass Ventures, Fight Network, Impact! Wrestling, Invicta FC, GameTV, Game+ and a significant ownership stake in the Pursuit Channel. Anthem presently has 9 "FAST" channels distributed across more than 20 OTT platforms, curating and delivering our content to targeted audiences.

We are committed to providing an inclusive, accessible environment, where all employees feel valued and respected. We are dedicated to building a workforce that reflects the diversity of the communities we operate in.

Anthem would like to thank all applicants, however only those applicants that qualify for an interview will be contacted.