



## CMA JOB POSTING

**JOB TITLE:** Integrated Marketing and Sales Strategist  
**REPORTS TO:** Sr. Director of Strategic Partnerships  
**DEPARTMENT:** Marketing/Strategic Partnerships  
**FLSA CLASSIFICATION:** Exempt  
**DATE POSTED:** 3/23/18

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### Job Summary:

Working within the overall Strategic Partnerships framework, the Integrated Marketing & Sales Strategist will develop and implement strong integrated marketing campaigns for high-level, year-round and integrated partner accounts to meet CMA imperatives: promote Country Music to corporate America, create strategic alliances with companies that can further Country Music and the mission of CMA, and generate partnership revenue for CMA assets (CMA Music Festival, CMA Awards, CMA Songwriter Series, the CMA Foundation and any other special events).

This position requires the creation and implementation of business development planning, inclusive of growing current partnerships, creating appropriate pricing strategies for CMA properties and assets, and implementing advanced account management tactics. This person will work across Strategic Partnerships, Marketing, Digital and Creative teams to assess CMA needs and value assets to build customized sales packages for the Strategic Partnerships team to take to market. A major objective for this role is to create platforms to ensure CMA Strategic Initiatives, Marketing initiatives, and industry needs are met through sponsorship development.

This person will work collaboratively with and in support of the existing Strategic Partnerships staff (though staff will not be direct reports). The strategist will also serve as the Integrated Project Manager, as needed, for sponsor deliverables that require cross-department collaboration.

### Job Duties:

- Develop sales strategies and plans to grow sponsor and partner sales program, particularly with partners who can support tune-in efforts for CMA's television properties
- Identify, pitch and secure new partners that are valuable to CMA and the Country Music industry
- Work across Marketing, Digital Creative and Partnerships teams to build integrated sales packages
- Manage development of Sales materials for team
- Partner with ABC Ad Sales on Sales Development opportunities
- Cultivate relationships for CMA with key agencies and brand marketers
- Develop branded content sales strategy
- Manage sponsor and partner sales forecasting
- Analyze sales statistics of partner revenue vs. account management costs to ensure adequate net cost benefits. Use information to create opportunities for higher net benefits
- Review market analyses to determine client needs and to identify potential sponsor clients
- Negotiate terms of sponsorship/partnership sales with target partners
- Meet with key sponsor clients, maintaining relationships and retaining sponsorship sales deals
- Bring existing client relationships to CMA and introduce those relationships to the department in an effort to develop and maintain CMA sponsor/partner and program activities
- Support team in the fulfillment of partner contracts including on-site activations, digital/social deliverables, hospitality, etc.

- Collaborate with internal teams at CMA (Live Events, Communications, Marketing, etc.) to ensure CMA best practices, brainstorm, fulfill partner deliverables and to execute events
- If necessary, assist in managing Activation Agency as it pertains to the on-site execution and fulfillment of partner deliverables for CMA Fest
- Represent CMA at appropriate corporate events and advertising agencies in which to promote CMA assets as directed

## **KNOWLEDGE, EDUCATION AND EXPERIENCE REQUIRED:**

- BA/BS Degree in a related field is preferred
- 7+ years experience in business development, sales strategy and account management required
- Must possess a clear understanding of sales and pricing strategy, sponsorship and/or media sales, integrated marketing campaigns, corporate and entertainment marketing
  - Music/Entertainment industry experience is preferred
- Proven development and/or management of highly integrated marketing campaigns and partnerships
- Proven development and/or management of co-branded video content
- Must have experience writing marketing and/or sales proposals
- Must have experience making sales presentations
- Experience with social media and digital content-based marketing campaigns
- Experience with Media Sales in TV or Music is preferred
- Experience with experiential marketing is preferred, particularly for music-related events
- Experience in special event development, execution and evaluation is a plus

## **SKILLS AND ABILITIES REQUIRED:**

- Ability to handle confidential, financial and contractual information as it relates to CMA and each sponsor/ partner as well as corporate strategy plans.
- Effective oral and written communication skills
- Excellent presentation skills
- Ability to interact with corporate executives, agency executives and entertainment executives
- Proficient in Microsoft Word, Excel, PowerPoint, and Outlook
- Able to multi-task and work under pressure
- Ability to be flexible and adapt to change
- Display respectful behavior and possess integrity
- Must be able to meet quantifiable sales goals
- Strong interpersonal skills
- Display professional and positive demeanor
- Good decision making skills
- Demonstrates sound judgment
- Must be able to travel and work extended hours during events

## **PHYSICAL DEMANDS/REQUIREMENTS:**

- Typically sitting at a desk or table
- Occasional lifting of light objects (less than 24 pounds)
- Work is typically performed in an office

To apply, please submit your cover letter and resume to [mhewett@cmaworld.com](mailto:mhewett@cmaworld.com).

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