**Assistant Manager, Business Development and Corporate Partnerships**

LA MARATHON LLC is a leading U.S. running organization dedicated to inspiring the athlete in every runner and connecting communities through health and fitness. The ASICS LA Marathon is among the five largest marathons in the country and the ten largest in the world, with close to 24,000 participants, thousands of volunteers and hundreds of thousands of spectators. The Stadium to the Sea course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. The race has been named Best Big City Race by *Runner’s World* and Best Marathon in the West by *Competitor Magazine*.

This position reports to Manager of Business Development and Corporate Partnerships and resides in the Business Development and Marketing Department of LA MARATHON LLC as an integral member of the team. This position is principally responsible for the design, implementation, and execution of strategic business plans for promoting, operating, selling, and expanding the ASICS LA Marathon expo (currently titled the Nutribullet Health & Fitness Expo), with the objective of growing the expo into one of the premier sports expos in the United States and in doing so elevating the ASICS LA Marathon property. The ASICS LA Marathon expo is a premier two-day event currently held at Los Angeles Convention Center and in 2013 featured over 100 exhibitors and had over 60,000 attendees.

This position will also serve as a principal liaison between LA MARATHON LLC internal teams (Operations, Marketing, Finance, Charity/Community Relations) and key corporate sponsors to design and implement cutting edge, strategic, well-executed business development plans that meet each sponsor’s unique objectives.

**Major Responsibilities (including but not limited to):**

- Design and implement strategic plans for promoting and growing the ASICS LA Marathon expo and increasing expo revenues
- Research trends and business activity in the partnership marketplace, focused on sports sponsorship, and determine ideal sales targets in key categories
- Lead the management team in preparing bids and contacting and presenting to potential new exhibitors and corporate partners
- Manage ASICS LA Marathon exhibitor relationships from sign-on through show days, collaborating with special projects team internally and with the LACC to run a seamlessly produced expo that augments the ASICS LA Marathon and LA MARATHON LLC brands
- Understand and establish value of customized partnership packages in the marketplace through cost-benefit analysis and inventory management, track profitability through P&L reports
- Develop strategic event marketing partnership packages utilizing valuable LAM LLC assets, customized to exhibitors’ and prospective partners’ unique objectives
- Serve as principal liaison for select key corporate partners, including the design and delivery of marketing, digital, communication, and activation deliverables for those corporate partners (e.g. targeted activations such as the Arrowhead Hydration Zone in Beverly Hills)
- Interface with the ASICS LA Marathon legal department regarding sponsorship and expo contracts and make recommendations regarding modifications to contracts
- Analyze and optimize each partnership to continually improve ROI
- Assist in executing the business development strategy around other LA Marathon LLC LLC properties/assets: LA Roadrunners (six-month training program), ASICS LA Marathon, 5K etc.
Business Development and Marketing Department

- Create and manage programs and partner activations that benefit local Los Angeles communities and enhance the overall LA Marathon LLC participant experience

Position Requirements/Skills:
- Bachelor’s degree in Business, Marketing or other appropriate field
- 3+ years’ experience in a business development, sales and/or account management role working closely with business development/sales team
- Sports marketing, event management and sponsorship program experience preferred
- Expo-specific management and/or related experience a plus
- Knowledge of and interest in running/endurance sports a plus
- Highly organized with strong project management skills, able to manage and prioritize multiple projects/deadlines efficiently
- Flexible and strategic thinker with strong analytical skills, adept with tracking sales activity
- Understanding of the “big picture” as well as how to execute tactical elements step-by-step to achieve a goal
- Excellent verbal, written and presentation skills (strong business writing skills, ability to create and confidently present an impactful sales proposal)
- Ability to effectively prospect (‘cold call’) companies for qualified leads and to call on executive level decision-makers for new business opportunities when necessary
- Sound judgment when responding to inquiries from current or prospective partners
- Polished, professional interpersonal skills, both internally and externally
- Positive team-player, willing to learn and interested in working at a growing, dynamic organization
- Excellent working knowledge of Microsoft Office applications (Excel and PowerPoint)
- Self-starter who enjoys working in an active and challenging environment
- Ability to work some weekends and extended hours as needed

Qualified candidates are encouraged to email cover letter, resume and salary requirements to sales@lamarathon.com

Only resumes with salary requirements will be considered. Please, no phone calls.