

**The Western Stock Show Association**  
**D/B/A National Western Stock Show**

**NOTICE OF OPENING**

POSITION: Account Manager, Strategic Partnership

REPORTS TO: Director, Strategic Partnership

CANDIDATE POOL: Internal and External Candidates

RESUME DEADLINE: Friday, May 21, 2021

APPLY ONLINE:

<https://recruiting.paylocity.com/recruiting/jobs/All/9fee78a8-6883-4e27-8673-30a41909c86a/The-Western-Stock-Show-Association> or  
<https://nationalwestern.com/about/join-our-team/>

or submit resume to: drogers@nationalwestern.com

**MINIMUM POSITION RESPONSIBILITIES:**

- Manages design and production of existing sponsorship programs by performing the following duties:
  - Assists with execution of all client contractual elements including print, digital media, social media, Trade Show, Education, and on-site signage.
  - Assist with all partner promotions (in-market and on-site), hospitality packages and media components. Make recommendations to clients on ways to maximize the partnership.
  - Establish strong client relationships throughout sponsor and agency companies, at all levels (mid-management up to C-level).
  - Manage and maintain existing accounts on an annual basis.
  - Traffic all creative for signage, print and media production.
  - Initiate client recap material and recap proposal for internal review. Modify, change and complete final presentation.
  - Create analysis of market surveys in order to recommend changes and ways to improve.
  - Evaluate contractual elements and additional opportunities to insure proper alignment of partnership with client objectives.

- Assist with implementation and coordination of NWSS Education programs.
- Develop a teamwork atmosphere at Western Stock Show Association, through quality interaction with all departments, in an organized and friendly manner.
- Assist account executive with ideas and suggestions for new business proposals and brainstorming.
- Supervise interns, superintendents, or contract employees that are employed to conduct the annual National Western Stock Show.
- Support director, Sr. VP and Sponsorship department in various projects (client gifts, parties, events, etc.).
- Provide accurate, reliable information for sales forecasts.
- Work extended hours in January and some weekends throughout year.
- Other duties as needed.

#### **MINIMUM POSITION QUALIFICATIONS:**

- Bachelor's degree
- Strong computer skills to include Word, Excel and PowerPoint as well as database management
- Ability to manage multiple accounts with a high degree of detail
- Superior written and verbal communication skills with exceptional attention to detail
- Achievement-oriented and confident
- Experience in collaborating successfully in a team environment
- Creative, flexible and innovative

#### **PREFERRED POSITION QUALIFICATIONS:**

- Knowledge of sponsorship tactics and negotiation experience
- Knowledge of event planning and production
- Experience with campaign planning, activation and execution

#### **PAY AND BENEFITS**

- This is a full time exempt position
- Compensation for this position will range from \$40,500 to \$47,000, depending on experience plus incentive bonus, based on performance

- Full-time employees will qualify for partial paid medical, dental, vision, and life for employee; family coverage available at group rates
- 100% paid long term disability
- Paid sick and vacation
- Upon meeting plan qualifications, a competitive 401(k) retirement plan