

Our mission at the Minnesota Vikings is to Advance the Vikings legacy through the passionate pursuit of excellence.

We strive to achieve, we put the team first, we seek to learn, we exhibit high character, and we are committed to a diverse, equitable and inclusive environment.

SUMMARY: The Partnership Activation Associate will assist the Partnership Activation, Corporate Sales, and Special Projects teams with planning and fulfillment of the Corporate Partnership agreements throughout the season.

In addition to the duties described above, the Partnership Activation Associate will take part in the Vikings' exclusive **Leadership Development Program**. This program will provide regular opportunities for professional development, exposure to organizational leadership and the ability to develop skills critical for the Associate's future career growth. A fundamental part of the program will include clearly defined goals between the Associate and their Supervisor that will be tracked and measured for progress throughout the term of the program.

This is a temporary full-time position that will begin on June 3, 2024 and conclude on May 23, 2025, unless otherwise determined.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist the partnership activation and sales departments with various aspects of corporate partner account fulfillment
- Work with partnerships staff in a team environment to fulfill special programs/projects
- Assist in monitoring and tracking partner branded content on Vikings digital and social media channels. Create weekly social media schedule for partner posts.
- Assist the department in preparation for upcoming games (i.e. set-up sponsor promotions as well as implement on game days)
- Help collect, organize and maintain partner photos for use in presentations
- Assist with the sponsor recap process by collecting data and imagery throughout the season and compiling that information into professional presentations
- Assist with Vikings Street Team, including scheduling appearances, organizing promotions and making sure appearances are promoted on Vikings.com and social media
- Attend and serve as a point person at events and promotions including player appearances, radio show broadcasts, youth football clinics, etc.
- Assist in the organization, tracking and shipping of contractual merchandise for partners along with any internal requests
- Support Partnership Strategy area through research and reporting, including tracking media coverage of Vikings partners and pulling reports from various data resources (i.e. Scarborough, social media monitoring)
- Manage Partnership Activation social media channels
- Develop and research best practices across the league and assist in tracking media coverage of Vikings partners
- Support additional special projects as assigned
- Collect department / organizational orders + buys for League partners (New Era, Fanatics, Nike, Wilson, Riddell).
- Serve as liaison for all internal and external jersey + framing orders (autograph numbers, signed picture fulfillment, custom jerseys, framed jerseys, etc.)

- Manage the annual team autograph signing sessions
- Manage monthly merchandise document with Accounting
- Assist in the coordination and execution of all partner gifting (year end gifts, founding partner gifts, event gifts, birthday gifts, kick-off gifts, etc.)

QUALIFICATION REQUIREMENTS:

- Bachelor's Degree in Sports Management, Marketing, or a related field recommended
- Required to work a flexible schedule including standard office hours, evenings, weekends, holidays and all home games
- Must be proficient in Microsoft Office, including Excel and PowerPoint applications. Some experience with Adobe InDesign is a plus
- Previous professional sports and/or partnership activation internship experience strongly preferred
- Must have a positive attitude and be willing to take on a variety of tasks including both office work and physical labor
- Must exhibit strong customer service and communication skills
- Must be confident, self-motivated and able to inject their own ideas and creativity into projects
- Must have reliable transportation to attend various events throughout the Twin Cities

CONFIDENTIALITY REQUIREMENTS: *This position may require the individual to have access to confidential records and information. To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.*

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Ability to perform physical tasks such as lifting and moving boxes, putting up signage, occasionally.
- Ability to work in inclement weather
- Ability to navigate stadium; stand and walk for extended periods of time

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The Minnesota Vikings are committed to creating and sustaining a culture for you. Whoever you are, we are an organization that embraces and empowers people of all backgrounds and experiences and incorporate diversity, equity, and inclusion into the foundation of everything we do. We are proud to have a culture that empowers our people to harness their uniqueness to develop their full potential as a contributor to the success of the organization and the communities we serve. The Minnesota Vikings are an equal opportunity employer, and we continue to commit to creating equitable opportunities by ensuring that our place can be anyone's place.