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Sr. Manager of Sports Membership

About the Green Sports Alliance

Founded in 2010, the Green Sports Alliance is a national non-profit organization with international influence on a mission to help sports teams, venues, and leagues enhance their sustainability performance. The Alliance inspires professional sports leagues, college conferences, sports governing bodies, colleges, teams, venues, their partners, and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals, and other environmentally preferable practices. Alliance members represent over 300 organizations and their fans represent 17 leagues in 16 countries.

In our first decade, the Green Sports Alliance built the largest movement and global platform for positive change in sports, and we are uniquely positioned to amplify environmental causes and activate our passionate fan bases. As our world begins to normalize from this pandemic, we are committed to scaling our impact with a renewed sense of urgency for a more resilient future.

Position Overview

The Senior Manager of Sports Memberships is an externally facing position focusing on client services and sustainability support across a diverse network of stakeholders including professional, amateur, and collegiate sports members and mission-aligned corporate partners. The Senior Manager of Sports Memberships supports year-round membership programming including webinars, regional workshops, Annual Summit, symposiums, membership updates and communications, and resources. An ideal candidate for the position has experience and technical understanding of the complexities of the sports industry, with experience in sustainability—in and around the built environment. The position is remote.

We Offer:

- o **Salary range:** \$65,000 to \$100,000 commensurate with experience
- o This is a full-time, salaried position that is remote with travel required.
- o Excellent benefits, including Medical, Dental, Vacation, and a bonus
- o Incredible experience working with the most impactful sports organizations, corporations, NGOs, and entertainment brands (NBA, MLB, NFL, MLS, NHL, NASCAR, ESPN, PAC-12) in the world to help create a more sustainable and equitable society leveraging the power and influence of sports & live entertainment. Sharing the progress and positive stories to influence and create fan engagement and behavior changes that lead to Zero waste, energy, and water impacts in the communities where we live, work, and play for the next generation!

We Require:

- Bachelor's Degree required.
- 3-5 years or more experience in a management position for a non-profit organization, foundation, government agency, sustainability, and/or sports-focused business.
- Knowledge of environmental issues and sustainable business practices. Ability to advise on and develop sustainability-related content for members.

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- Considerable knowledge of and ample experience in strategic planning, budgeting, finance, market research, sales, marketing, relationship building and management, people management, and negotiation skills and techniques.
- Proven track record of managing membership budget, setting membership and revenue goals, and anticipating growth and development needs.
- Experience maintaining accurate membership records and databases.
- Strong written and oral communication and excellent presentation skills.
- Knowledge of environmental issues and sustainable business practices. Ability to advise on and develop sustainability-related content for members.
- Considerable knowledge of and ample experience in strategic planning, budgeting, finance, market research, sales, marketing, relationship building and management, people management, and negotiation skills and techniques.
- Proven track record of managing membership budget, setting membership and revenue goals, and anticipating growth and development needs.
- Experience maintaining accurate membership records and databases.
- Strong written and oral communication and excellent presentation skills.
- Capacity to think outside of the box, be creative, and easily adjust to shifting expectations and workflows, while demonstrating outstanding organizational skills and setting priorities.
- Willingness to go above and beyond the call of duty and work outside standard hours of business.
- Demonstrate commitment to and knowledge of the mission and work of the Green Sports Alliance.
- Must possess a high degree of proficiency and experience with Microsoft Office including Word, Excel, PowerPoint, and Google Apps. Significant experience with CRM systems and mass email systems is preferred. Experience with WordPress is a plus.
- Business development, sales, and marketing with marquee brands and clients.
- Multifaceted understanding of sustainability as an economic, social, and political consideration.
- Practical experience and knowledge about the Alliance's seven program areas of energy, food, procurement, transportation, venue, waste, and water; experience in a sports and/or venue context preferred.
- Experience or familiarity with developing compelling value propositions, based on industry trends, innovation, and membership feedback.
- Interpersonal skills across demographic and regional diversity.
- Functional sustainability integration experience for venues, built spaces, and other environmental stewardship considerations across complex projects.
- Experience working with or for sports teams, leagues, and/or clubs.
- Consulting experience; preferably in environmentally related fields or other non-profit categories.
- Research and publication history around sustainability, social, and/or cause marketing or other socially oriented corporate social responsibility capacity.
- Functional understanding of international sports and familiarity with international sports governance.

Primary Responsibilities

- Manage onboarding for all new members and partners.
- Lead the collection, organization, and maintenance of documentation and data on members and partners, e.g., demographic, organizational, sustainability attributes & initiatives, and relationship tracking. Experience with CRM is a plus.
- Develop and provide members and partners with sustainability resources, network connections, research, and recommendations including PLAY TO ZERO onboarding, training, and member support.
- Continuously improve membership/partner materials, benefits, and value proposition.
- Facilitate communication and sharing of better practices and challenges faced among members and partners including on-site on signature events CFP, ESPN, MLB ALL-STAR

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- Initiate and maintain positive, professional, and engaged relationships with members and partners regularly.
- Manage the Sports and Collegiate Membership Committees (comprised of the Board of Directors, members, Alliance members, and Alliance leadership). Routine reporting and presentations to the Executive Director and Board of Directors.
- Plan and execute conference calls, presentations, and other outreach activities to expand awareness of and interest in the Alliance among potential members and partners.
- Outreach and prospecting to all professional, collegiate, and minor league teams/venues, events, and industry stakeholders.
- Outreach and prospecting to international teams, venues, events, and leagues to build an international membership base and tailored programs.
- Work directly with the Director of Corporate Membership to bridge solution providers to Sports Members and support the development of the Corporate Member Network
- Develop, support, and project manage Alliance sustainability resources including case studies, reports, playbooks, and more.
- Support all elements of monthly webinar series including selecting topics, identifying and recruiting speakers, and administering webinars.
- Research, plan, advise, and develop content and topics for membership program development including events, workshops, and resources.
- Identify, vet, and recommend potential program elements for the Alliance's annual Summit.
- Create and publish website content, outreach materials, and membership communications.
- Represent the Alliance at industry meetings, conferences, sports events, and partner events.
- Lead RFP Development for Professional and Collegiate Sports Members
- Develop and facilitate local and local convening opportunities for Sports Members

Required Knowledge, Skills, and Abilities

- High proficiency with Campaign Monitor, Mailchimp, or similar email marketing software.
 - Knowledge of photo and video processing software (Adobe Suite, Canva, etc.)
 - Excellent knowledge of digital marketing and social media.
 - Knowledge of environmental issues and sustainable business practices. Ability to develop sustainability-related content.
 - Outstanding communication, interpersonal, and presentation skills.
 - Demonstrated leadership experience and competency. Track record delivering superior results.
 - Self-starter, self-disciplined with success in roles requiring execution of multiple tasks while responding to competing priorities.
 - You have demonstrated the ability to build and maintain relationships with a wide array of stakeholders.
 - A knack for thinking strategically and anticipating future consequences and trends.
 - Ability to exercise tact and diplomacy in organizational settings.
 - Proven ability to work with efficiency, flexibility, and good humor.
 - Capacity to think outside of the box, be creative, and easily adjust to shifting expectations and workflows.
 - Willingness and ability to work hours as needed to get tasks accomplished promptly within established deadlines.
 - Demonstrate commitment to and knowledge of the mission and work of the Green Sports Alliance
 - Must possess a high degree of proficiency and experience with Microsoft Office including Word, Excel, PowerPoint, and Google Apps. Significant experience with CRM systems. Experience with WordPress is a plus.
 - Spanish speaking, reading, and writing proficiency is a plus
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How to Apply:

To apply, please send your cover letter and resume to info@greensportsalliance.org

Green Sports Alliance is committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment based on race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.

Multilingual candidates are encouraged to apply. Applicants with experience as collegiate or professional athletes are encouraged to apply.

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