



## **Business Development Associate**

### **Job Description**

US Youth Soccer (USYS) is the largest youth sport organization in the world. We spend every day thinking of ways to grow and support the game. We're on a mission to build the most innovative service organization in sports and transform lives by inspiring participation. Our vision is to bring communities together through the power of soccer, making life-long fans of the sport.

We are defining the modern-day youth sport organization with innovation as a cornerstone of our strategy. We are guided by the principles of service leadership, performance excellence, collaboration, and diversity and inclusion at all levels of the organization. Our focus on listening, collaborating and adapting our existing model has allowed us to create changes in our business, governance and constituent support, and play a leadership role throughout the industry.

We are all about going above and beyond to serve the soccer community, and we work equally hard to serve our teammates. We are committed to being a great place to work by focusing on hiring, training and promoting talented, dedicated, passionate individuals who want to get better every day.

#### **Position Summary**

The USYS Business Development Associate, reporting to the Director of Marketing & Communications, will be responsible for developing critical relationships at the youth, college, and local commercial markets to help USYS grow and succeed in attracting the best players to play within our system.

A primary function will be to identify and contact non-affiliated USYS leagues, clubs and teams to promote the opportunities that playing within our system provides. Working with USYS National League staff and respective State Associations, this position will identify potential targets in each State and develop a sales strategy to best position USYS for future consideration.

In addition, this position will be responsible for developing relationships with college and university soccer departments throughout the country to best position USYS players within the recruiting matrix and strongly encourage their coaches to attend USYS events.

The final area of focus for the USYS Business Development Associate will be to identify potential local commercial partners for our Championship and Showcase Events and create sales strategies to sell local partnership packages. This individual will reach out to make contact and develop

relationships with the appropriate personnel, often with other USYS and respective State Association staff.

### **Primary Duties & Responsibilities**

- Develop critical relationships across the competition, collegiate and local corporate communities to drive new business and support across USYS and its State Associations.
- Develop sales plans, presentations, proposals and other supporting material to pursue teams, clubs & leagues, college coaches and commercial partners.
- Create relationships with the appropriate staff and other decision makers to drive the business development process.
- Create relationships with USYS staff, State Associations, and soccer stakeholders to create a holistic strategic plan for overall business development.
- Establish budget and financial projections for partnership platforms and related costs.
- Conduct research on youth soccer events and key USYS constituent groups to identify potential opportunities.
- Collect feedback from former constituents of key USYS assets to help develop more effective programs.
- Additional duties as assigned.

### **Qualifications**

- Bachelor's Degree is preferred.
- 2-4 years of experience in revenue generation, marketing and/or relationship building.
- Self-starter who can formulate and implement strategy.
- Solid oral and written communication skills with strong customer service standards.
- Strong presentation skills – both in-person and digital.
- Highly organized and able to manage multiple tasks simultaneously.
- Can work with budgets and limiting expenditures efficiently.
- Can work independently yet as part of a team.
- Knowledge of US Youth Soccer programs, policies, procedures and protocol is preferred.
- Passion for soccer and having once played within USYS preferred.

### **Other Requirements**

- Frequent travel required.
- Ability to work weekends expected.
- Background Check will be required.

### **A cover letter is required along with your resume.**

This is a full time, exempt position based in the USYS Frisco office. Please send your resume, salary requirements, and cover letter to Yvette Saenz (ysaenz@usyouthsoccer.org).

US Youth Soccer is a non-profit organization. We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class. We offer a competitive salary and benefits package, the details of which will be made available to qualified candidates.