



4248 Park Glen Road
Minneapolis, MN 55416
(952) 928-4648

Title: Senior Manager, Sponsorship Growth & Engagement **Reports to:** VP, Strategic Partnerships
Job Type: Full Time **Location:** Remote, some travel for MAG events
Salary Range: \$95,000-\$110,000 [Apply HERE](#)

Job Summary

The Senior Manager, Sponsorship Growth & Engagement advances MAG's mission by supporting the strategy and execution of sponsorship growth, retention, and sponsor experience. This role partners across the organization to align sponsorship priorities with MAG's programs, communications, and stakeholder needs, while helping ensure sponsors feel informed, valued, and connected to the community.

Success in this role requires a balance of relationship stewardship and pipeline execution. Guided by the MAG values, the Senior Manager maintains accurate sponsorship data and systems, supports consistent delivery of sponsor commitments throughout the year (including event-related execution), and uses metrics to keep efforts coordinated and measurable. They also identify practical improvements to processes that increase consistency and reduce manual work, helping to position sponsorship efforts for meaningful impact for sponsors and the MAG.

Responsibilities

Growth / Retention Focused – CUSTOMER DRIVEN, IMPACT FOCUSED

- Support leadership in executing sponsorship growth and revenue strategies.
- Run day-to-day sponsor recruitment/retention work, including outreach support and renewal coordination.
- Track and report key metrics (e.g., retention, pace vs. prior year) and flag risks/opportunities.
- In partnership with Marketing and Communications, strengthen prospective and existing sponsor engagement through segmentation and "personal touch" outreach.
- Drive sponsor acquisition/closing activity to support annual dues revenue goals.
- Ensure sponsors understand benefits and receive a consistent, high-quality experience.
- Support coordination of Regional Meet-Ups, including securing sponsors.
- Organize, schedule, and facilitate Sponsor Advisory Council meetings for sponsors, including researching/assembling a draft agenda and compiling any action items from the discussion.

Collaboration – DIVERSE PERSPECTIVE

- Partner across the MAG to align sponsorship needs with MAG priorities.
- Coordinate sponsorship campaigns and communications to ensure accuracy, clarity, and consistency (including updates to sponsorship web content).
- Support positive sponsor relations by collaborating with sponsors on projects and at conference events to ensure their experience meets mutual expectations.
- Keep internal teams informed on sponsor status, timelines, and support needs.
- Gather sponsor feedback and translate it into improvements to offerings, messaging, and execution.
- Maintain professional, timely communication and follow-through to support sponsor relationships.
- Maintain continuity when leadership engages sponsors by coordinating next steps and follow-through.

Conference-Centric Motion – COMMUNITY CONNECTION

- Coordinate sponsor needs with the Event and Design teams to ensure smooth on-site and virtual experiences, including managing time-bound sponsor deliverables.
- Manage conference-driven pipeline (lead capture, sponsor connections, and post-event follow-up).

Driving **positive change and innovation** in the payments industry that serves the merchants interest through **collaboration, education, and advocacy.**

- Contribute to approaches that reduce reliance on conference-only conversion over time.

Operational – FORWARD THINKING, TRUSTED SOURCE

- Maintain sponsorship operations and data quality across tools (e.g., Salesforce, Monday.com).
- Manage sponsor onboarding/offboarding steps, internal tasking, and documentation.
- Administer sponsor benefits and ensure benefit updates and communications stay current.
- Improve workflows to reduce manual work and strengthen repeatable processes.
- Prepare/manage annual sponsorship agreements; follow up on past-due items and escalate exceptions.
- Oversee sponsorship invoicing and collections with MAG's association management company.
- Use AMS/lead-gen tools and reporting (e.g., Salesforce and related) to manage pipeline hygiene.
- Support sponsorship needs tied to committees/Board work (planning, logistics, notes) as assigned.
- Work within established policies; escalate higher-level decisions while keeping execution moving.
- Support execution and delivery of all strategic efforts.
- As needed: attend Engagement Committee and BOD meetings [virtual] to support staff with notes, planning, and logistics.
- Attend MAG conference and Tech Forum events to support their execution representing MAG Staff.
- Other duties assigned by supervisor related to position.

Qualifications

Required

- Bachelor's degree or equivalent relevant experience.
- 4-5+ years in sponsorship sales, partnerships, account management, or similar revenue-focused role.
- Demonstrated ability to drive outreach, manage a pipeline, and support revenue targets.
- Strong relationship management, customer service, and professional communication skills.
- Highly organized; accurate, deadline-driven, and strong follow-through across multiple priorities.
- AMS/CRM experience (pipeline hygiene, reporting, dashboards – Salesforce preferred).
- Comfortable with ambiguity; works independently and escalates appropriately.
- Proficiency with Microsoft Office (Excel, Word, PowerPoint) and collaboration tools (Teams/Zoom).
- Ability to travel occasionally for MAG conferences/meetings.

Preferred

- Experience with lead generation tools and workflow systems (e.g., Monday.com).
- Experience with sponsorship invoicing/agreements and past-due follow-up.
- Experience coordinating sponsor/event deliverables under fixed production deadlines.
- Payments industry and/or association experience.

MAG Employee Benefits: MAG Employee Benefits can be viewed [on our website](#).

About the MAG

The Merchant Advisory Group (MAG) is a global organization dedicated to driving positive change and innovation in the payments industry through merchant collaboration, education, and advocacy. Representing over 200 of the world's leading merchants across many industries, including airlines, retail, restaurants, insurance, amusement parks, grocery, and software, the MAG facilitates strategic engagement across North America, Europe, and Asia.



4248 Park Glen Road
Minneapolis, MN 55416
(952) 928-4648

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status or other protected status.

Driving **positive change and innovation** in the payments industry that serves the merchants
interest through **collaboration, education, and advocacy.**

merchantadvisorygroup.org • (952) 928-4648 • info@merchantadvisorygroup.org