

Title: Sr. Manager, Sponsorship Growth & Engagement**Job Type:** Full Time**Apply** [HERE](#)**Reports to:** VP, Strategic Partnerships**Location:** Remote, some travel for MAG events

Job Summary

The Senior Manager, Sponsorship Growth & Engagement advances MAG's mission through business development and execution of sponsorship growth. This hands-on senior individual-contributor role manages the full sponsorship sales cycle; from prospecting and pipeline development through close, renewal, and ongoing sponsor engagement. The Senior Manager partners with the VP, Strategic Partnerships on overall strategy, opportunities, and key sponsor relationships. They also partner 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 strong sales execution, disciplined pipeline management, and excellent relationship stewardship. The Senior Manager independently drives day-to-day sponsorship acquisition and renewal activity while working within the broader strategy established with senior leadership. Guided by the MAG values, the Senior Manager maintains accurate sponsorship data and systems, ensures 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 process improvements that increase consistency and reduce manual work, helping to position sponsorship efforts for meaningful impact.

Responsibilities

Growth / Retention Focused – CUSTOMER DRIVEN, IMPACT FOCUSED

- Own day-to-day execution of MAG's sponsorship growth and retention strategy, working with the VP, Strategic Partnerships to achieve annual sponsorship revenue goals.
- Own the full sponsorship sales cycle, including prospect identification, outbound outreach, qualification, proposal development, follow-up, negotiation, closing, and renewal.
- Maintain an active, accurate sponsorship pipeline and regularly report on prospect activity, conversion, renewals, revenue pacing, forecast, and risks/opportunities.
- Partner with Marketing and Communications on targeted engagement strategies, including segmentation, campaigns, and personalized outreach designed to generate opportunities and strengthen retention.
- Ensure sponsors understand benefits and receive a consistent, high-quality experience.
- Identify, solicit, and secure sponsors for Regional Meet-Ups and other designated MAG programs.

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.
- Build and maintain positive sponsor relationships 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.
- Own conference-driven pipeline (lead capture, sponsor connections, and post-event follow-up).

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

Operational – FORWARD THINKING, TRUSTED SOURCE

- Maintain accurate sponsorship pipeline, activity, and account data across MAG systems, including Salesforce and related tools, to support pipeline hygiene, reporting, forecasting, and account continuity.
- Manage sponsor onboarding, benefits, fulfillment, and offboarding to ensure commitments are accurately tracked, communicated, and delivered.
- Identify and implement workflow improvements that reduce manual effort, strengthen repeatable processes, and improve sponsorship operations and reporting.
- Manage annual sponsorship agreements/invoicing coordination, collections follow-up, and escalation of past-due accounts in partnership with MAG's association management company.
- Maintain required sponsorship documentation, internal tasking, communications, and administrative follow-through necessary to support accurate and timely execution.
- Provide meeting, committee, Board, and Sponsor Advisory Council coordination related to sponsorship, including agendas, logistics, follow-up, documentation, and other admin support and attending as needed.
- Work within established policies; escalate higher-level decisions while keeping execution moving.
- Organize, schedule, and facilitate Sponsor Advisory Council meetings for sponsors, including researching/assembling a draft agenda and compiling any action items from the discussion.
- Other duties assigned by supervisor related to position.

Qualifications

Required

- Bachelor's degree or equivalent relevant experience.
- 5-7 years of progressive experience in sponsorship sales, partnerships, business development, or comparable B2B revenue-generating role, including direct ownership of prospecting, pipeline management, closing, and renewals.
- Demonstrated success conducting outbound prospecting, developing and managing a qualified sales pipeline, advancing opportunities through the sales cycle, and closing business against revenue goals.
- Strong relationship management, customer service, and professional communication skills.
- Highly organized; accurate, deadline-driven, and strong follow-through across multiple priorities.
- Hands-on CRM experience managing opportunities, pipeline stages, reporting, and account history.
- 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 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.

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