



Indianapolis Cultural Trail, Inc.  
Sponsorship and Marketing Manager  
Pacers Bikeshare Program

The Sponsorship and Marketing Manager is an integral and essential component of the Pacers Bikeshare program. Pacers Bikeshare is owned, operated and managed by Indianapolis Cultural Trail, Inc. (ICT), a non-profit organization, in partnership with the City of Indianapolis. Launched in 2014, Pacers Bikeshare has grown to include 525 bicycles and 50 stations. Pacers Bikeshare started with bike share stations on or near the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick and recently expanded to neighborhoods and destinations outside of downtown Indianapolis along the city's bicycle and greenway network.

The Sponsorship and Marketing Manager helps ensure that Pacers Bikeshare operates at a high level of excellence, brand recognition and sustainability. Essential duties for the role include developing and securing sponsorships for the bike share program, increasing awareness of sponsorship opportunities that are available using Pacers Bikeshare assets and increasing visibility and awareness of Pacers Bikeshare as a transportation, recreation, exercise option and as a way to experience Indianapolis for residents and visitors.

ICT is comprised of professional and creative individuals who work in a team oriented environment. ICT governs all aspects of the eight mile Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick, a public, linear park connecting all of downtown Indianapolis.

RESPONSIBILITIES:

- Develop seasonal and annual sponsorship and outreach strategy to meet and exceed revenue goals for sponsorship.
- Re-scope existing sponsorship assets.
- Create sponsorship packages and offerings that provide value and recognition to a wide variety of corporate and community partners.
- In collaboration with ICT Development and Marketing Manager and Executive Director provide stewardship for potential and existing sponsors, manage relationships with current sponsors and partners, including tracking in donor databases, executing letters of agreement, benefits fulfillment, reporting, and ongoing cultivation and engagement.
- In conjunction with ICT Development and Marketing Manager and Executive Director, coordinate cultivation of long-lead sponsorship prospects and current sponsors.

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- Utilize existing communications channels, including but not limited to, Instagram, Facebook, Twitter, and Mailchimp platforms to increase visibility of Pacers Bikeshare for Indianapolis for residents and visitors.
- Research and analyze national and local data to identify prospective partners by gathering and effectively utilizing information from internal and external sources
- Perform any other duties reasonably related to the functions described above.

#### REQUIRED:

- Experience meeting or exceeding sales or sponsorship goals
- Strong verbal and written communication skills
- Superior interpersonal skills
- Superior organizational skills and attention to detail
- Financial, budget, and database experience
- Knowledge and interest in business and marketing trends
- Self-motivated and works well being part of a team
- Strong commitment to excellent and professional customer service
- Ability to work independently
- Familiar with the City of Indianapolis and corporate community

#### PREFERRED:

- Minimum of five years experience in sponsorship, sales or development
- Experience with media buys
- Experience using Salesforce
- Creative thinker
- Experience using social media and marketing to increase participation
- Strong networking skills
- Passion for making Indianapolis a great place to live, work and play
- Knowledge of and experience with bike share

#### COMPENSATION:

Commensurate with experience and skill level

Eligible for benefits package including paid time off and health insurance

Indianapolis Cultural Trail, Inc. is committed to diversity among our staff and is an equal opportunity employer. It is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, physical disability, or any other legally protected basis.

Interested individuals should send a resume to [SFrey@IndyCulturalTrail.org](mailto:SFrey@IndyCulturalTrail.org) and list Pacers Bikeshare Sponsorship and Marketing Manager in the subject of the email. Resumes must be received by close of business on January 17, 2020.

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