

FAN365 ACTIVATION: ROLES & RESPONSIBILITIES

MARCH 2026

PRE-SALE RESPONSIBILITES

PRE-SALE SUPPORT



ACTIVATION STRATEGY

- Provide deal background for MA/AS teams.
- Identify key property contacts for asset coordination.
- Support sales teams with Fan365 product expertise and pre-sale guidance.
- Collaborate with Brand Strategy and sales teams to align digital solutions with partner goals.
- Develop comprehensive digital strategies to complement sponsorship assets.
- Create tailored Fan365 plans for large sponsors with Media Activation.
- Join sales calls as product expert to address questions and explain offerings.
- Represent the "voice of the customer" to inform product improvements.
- Oversee activations and communicate updates to sellers and sponsors.

POST-SALE RESPONSIBILITES

POST-SALE RESPONSIBILITIES



ACTIVATION STRATEGY

- Manage all field communications via regional email alias & coordinate with AS, digital product teams, and key stakeholders.
- Track campaign submissions in Click Up & HUB to ensure assets are complete and launched on time.
- Troubleshoot submission or performance issues & provide timely updates to stakeholders.
- Monitor live campaigns to ensure delivery and performance goals are met; collaborate with AS & MA teams.
- Provide performance insights and dashboard exports to sales teams and partners.
- Support Media Activation teams by managing assets and campaign info.
- Lead communications for national or multi-property deals, including client and sports property outreach.
- Coordinate campaign exceptions with AS/MA teams and ensure proper documentation.
- Recommend process and product improvements based on campaign experience.

POST-SALE RESPONSIBILITIES



Media Activation

- Review deal objectives, targets, and geographies.
- Assist with pixel placement and troubleshoot issues.
- QA creative assets and URLs & coordinate with AS for any missing info.
- Build and launch campaigns & confirm live status to AS.
- Monitor performance and pacing & track through pacing dashboard.
- Ensure updated campaign statuses across HUB & Customer Service HUB.
- Raise any campaign concerns in weekly regional syncs.
- Optimize pacing to deliver full impression goals.

TEAMS & ASSIGNMENTS

REGIONAL TEAM ASSIGNMENTS

ROLE	AS_TEAM1	AS_TEAM2	AS_TEAM3	AS_TEAM4
AS LEAD	Andrina			
AS	Morgan		Brionna	Audrey
MA	Natalie	Kate	Megan	Julia
MA SUPPORT	Mark / Justin / Alex			

OTHER DIGITAL TEAMS

DIGITAL ACTIVATION CONTACTS

	CONTACT	EMAIL	USE CASE
Social Campaigns	Social Team	social@learfield.com	Opt in lists for campaigns
OAS Campaigns	AdOps Team	adops@learfieldimgcollege.com	Reporting or metrics for OAS campaigns
Fan365 Campaigns	AS Team	as_team1@learfield.com as_team2@learfield.com as_team3@learfield.com as_team4@learfield.com	Uploading for any type of campaigns, redirecting assistance.
HUB (Product)	Jason	jason.kim@learfield.com	Campaigns missing in Hub/ Hub emails
L365	QC Team	deborah.wagner@learfield.com jeremy.redmond@learfield.com Kristi.walsh@learfield.com Shannon.sparks@learfield.com Leslie.monteith@learfield.com	Adding impressions/line items in to the deal sheet.
Customer Service Hub	Mandie	mandie.mccabe@learfield.com	Campaign missing in Customer