



SENIOR MANAGER OF SPORTS MARKETING

JOB DESCRIPTION

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| JOB TITLE: | Senior Sports Marketing Manager |
| DEPARTMENTS: | <i>Fort Worth Sports & Marketing</i> |
| POSITION REPORTS TO: | Vice President of Marketing & Vice President of Sports |
| EXEMPT / NON-EXEMPT: | Exempt |
| SUMMARY: | The Senior Manager of Sports Marketing Manager will manage all sports-led marketing initiatives both around the high-profile sporting events the Fort Worth Sports Commission (FWSC) organizes as well as the local and national efforts for FWSC and Visit Fort Worth (VFW). |

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Create and execute marketing plans designed to create awareness and generate local support around high-profile FWSC events including but not limited to:
 - Advertising strategy
 - Media buys
 - Communications Strategy
 - Community Awareness and Engagement
- Lead ticket sales initiatives (inclusive of group sales strategies) around specific FWSC events
- Draft media alerts, press releases and help field sports-related media inquiries
- Work as the liaison with the VFW Marketing team to drive and manage FWSC projects including but not limited to microsites, collateral, videos and bid books
- Manage FWSC communications including partner and community relations, sports newsletters, volunteer relations and community engagement
- Foster and manage relationships with sports organizations including but not limited to: regional gyms, TCU, Texas Wesleyan, local gymnastics clubs, Fort Worth Lacrosse, soccer organizations and more.
- Manage and create campaign recap reports for FWSC events
- Act as the marketing liaison to organizations such as NCAA, Bassmaster, PBR and more
- Work closely with Visit Fort Worth Marketing team to ensure integration, consistency and coordination of brand, key messages and promotional efforts.

POSITION QUALIFICATIONS:

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| Education | Minimum requirement of college degree or its equivalent. |
| Experience | 5-plus years' experience in the sports marketing field with experience building out and executing marketing plans intended to increase awareness and sell tickets. |
| Special Skills | Strong work ethic, energetic, passionate, positive attitude with a willingness to collaborate in a team environment that prioritizes customer service and attention to detail. |

WORKING CONDITIONS/REQUIREMENTS

- Exceptionally strong communication skills, written and verbal. Proficiency in grammar, spelling.
- Operate standard business machines, such as computer and calculator
- Work independently toward agreed-upon goals and plans.
- Establish and maintain effective cooperative working relationships internal and external to Visit Fort Worth with tact, patience and courtesy.
- Analyze situations accurately and adopt an effective course of action, meet schedules and deadlines, plan for short- and long-term needs.

RESPONSIBILITY FOR THE WORK OF OTHERS:

None

PHYSICAL DEMANDS:

Sitting - Constant
 Standing - Occasional
 Walking - Occasional
 Lifting - Occasional (medium, 20-30 lbs.)
 Carrying - Occasional (medium, 20-30 lbs.)
 Pushing - Occasional (medium, 20-30 lbs.)
 Pulling - Occasional (medium, 20-30 lbs.)
 Reaching - Occasional
 Handling - Occasional
 Kneeling - Occasional
 Stooping - Occasional
 Crouching - Occasional
 Bending - Occasional