



Example of Manager, Sports Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of manager, sports marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for manager, sports marketing

- You're looking for a company with a vision for the future for its customers, its people, and its communities
- You want to work for a company whose mission is great people, great products, and great service
- You want to work with a company that places a premium on honesty, integrity, and passion
- Overall responsibility for Sports Marketing in Denmark (and Norway), ensuring the best mix of contracted symbols and assets that support the marketing strategies
- Execute and implement the Global strategy on a local level
- Identify and sign young upcoming talents, future icons of adidas, focus on football players
- Close relationship with local sales organization, brand marketing & digital team to maximize business & activation opportunities
- Present and implement new technologies and product roll-out plans for the assets
- Establish and maintain close relationships with key external stakeholders
- Ensure a consistent, knowledgeable and professional adidas presence at every club under his/her responsibility, visiting at least once every 7-10 days

- Plan, execute and lead new product launches and phase outs
- Feedback local country inputs and requirements into NPD via BUD / Regional marketing
- Manage market pricing through list price setting and management of the price brands in line with strategic pricing guidance and market dynamics
- Develop and communicate forward product forecasts, ensuring impact of key campaigns, tender wins are assessed
- Develop key customers, national, and international KOLs as necessary to validate marketing plans and support educational initiatives
- Develop and communicate the marketing plan for the franchise