



Example of Manager, Sports Marketing Job Description

Powered by www.VelvetJobs.com

Our growing company is hiring for a manager, sports marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, sports marketing

- Serve as internal expert and primary contact for the brands' circulation strategic planning, including circulation base and financial planning
- Manage communication of circulation base and financial information with senior management, including the Marketing Directors/VPs, General Managers, Publishers, Ad Sales & their teams for the brands
- Provide insights into internal and competitive data trends to inform business decisions
- Manage the circulation levels, including analysis, reforecasting, and communication of findings (both financial and guaranteed base levels/composition), which requires collaborative relationships with brand marketers to understand the sources & dynamics of subscription and single copy levels
- Manage the annual budget process, including managing the calendar, deliverables, and presentation to senior management
- Overall responsible for delivering local Sports Marketing individual assets and ensure a good mix of contracted symbols that support the marketing strategies
- Execute and implement the Global player strategy on a local level
- Be the Nordic lead in all player related topics
- Establish and maintain close relationships with players, agents and other key contacts
- Identifies opportunities to increase the effectiveness of existing sports marketing investments and sports marketing programs and work with

Qualifications for manager, sports marketing

- A minimum of 7 years prior work experience (if Undergrad degree only) OR 5 years of prior work experience (if Advanced degree)
- 3+ years of relevant marketing and/or sports marketing experience and a strong understanding of brands/brand building
- Work collaboratively with agency partners, Agency Inside, geo-marketing teams, technical teams, business units and HQ marketing disciplines to recommend and lead programs with scope and scale
- Develop and manage streamlined processes for shaping and reviewing experience marketing campaigns to ensure all programs are on brand and result in significant brand attribution and credit
- Lead cross-functional teams to capture and report status of multiple programs at a time
- Execute integrated marketing programs with precision and speed