



Example of Manager, Sports Marketing Job Description

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Our growing company is looking to fill the role of manager, sports marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for manager, sports marketing

- Drive an efficient and consistent working relationship across horizontal and vertical brand functions environment through regular communication and interaction
- Drive consistent calendar and process alignment cross-functionally, including process/ system integration while considering Golf specific category needs
- Create an e2e calendar and process documentation
- Lead/support Projects which support the integration process into brand adidas
- Drive/ lead cross-functional projects as assigned/empowered by Line Management (Executive Vice President Golf and/or Senior Manager Mktg Operations HBS)
- Support the development and maintenance of Performance Culture, foster x-functional collaboration within creation teams (3C's)
- Detect overarching synergies between Golf and other HBS categories
- Support the newly formed organizational set up across functions and systems
- Promoting physical activity, well-being, recreational program involvement, membership, recreation facilities, and services
- Providing direction and coordination for a comprehensive marketing, communication, and public relations program for the Department of Recreational Sports

Qualifications for manager, sports marketing

- Industry-leader and/or successful challenger-brand experience
- Ability to ideate, create and execute content execution of Beats athlete roster
- Relationship manager and product delivery operations/logistics expert
- 5-7years Experience in a direct marketing environment, with project management and database marketing responsibilities required
- Email marketing strategy expertise