

## Account Director – Sports & Event Marketing

<b>FUNCTION:</b>	Account Director – Sports & Event Marketing (U.S.)
<b>REPORTS TO:</b>	Vice President, Marketing Strategy & Client Success

### ABOUT TSMGI

TSMGI (The Specialized Marketing Group, Inc.) is a global sports, event, and promotional marketing company, specializing in innovative programs that move brands, grab attention and spark conversations. TSMGI combines the personalized attention and passion of a small business with the big ideas and fully integrated capabilities of a larger agency. Founded in 2000, TSMGI client list includes a variety of Fortune 500 companies, as well as individual leaders in each of their markets. TSMGI has been recognized by Chief Marketer Magazine as a "Top 200" agency each year since 2008. Headquartered in the northern suburbs of Chicago, TSMGI also has offices and key personnel in Milwaukee, Wisconsin; Lexington, Kentucky; Charlotte, North Carolina; Denver, Colorado; and Madrid, Spain. For additional information on TSMGI, visit [www.TSMGI.com](http://www.TSMGI.com) or follow @TSMGI on [Instagram](#), [Twitter](#) or [LinkedIn](#).

### JOB SUMMARY:

The Account Director, Sports & Event Marketing is responsible for leading our client's new and robust partnerships in college athletics including the Big Ten Conference, and an extensive portfolio of individual universities and NIL athletes. The client's primary objective is to raise awareness of, and encourage actions for, an important cause that is literally saving lives!

This position requires a highly polished and experienced professional who has demonstrated the ability to lead a high profile, large-scale sponsorship program on behalf of an agency or company. Primary responsibilities include overall strategy development, creative execution and activation idea generation, client services & support, and account team leadership. This person is comfortable and confident with executive level communications; and has the ability to dive into the tactics and execute at all levels within the client's organization and TSGMI's account team..

This position is based in TSMGI's HQ office in Deerfield, IL (Chicago suburb), and requires a fair amount of travel for client activations particularly aligned with the fall and spring college athletics seasons.

### KEY RESPONSIBILITIES:

- Performs the day-to-day activities for leading the TSMGI account team to ensure the client's sponsorship objectives are achieved while delivering the highest level of client service and satisfaction.
- Understands the client's business, and their sponsorship objectives, in order to develop strategies for the most effective utilization of the sponsored properties.
- Engages with all levels of the client's organization to educate stakeholders on the rights and benefits of the sponsored properties and inspires them to effectively utilize assets to achieve their specific business objectives.
- Translates the client's vision into unique, creative program idea generation and activation tactics.
- Liaise, and build relationships, with the sponsored properties to ensure positive and proactive communication.
- Leads, coaches, educates, challenges and inspires the TSMGI account team deliver their best every day.
- Ensures the TSMGI account team is informed and well prepared for all meetings, programs and events.
- Creates a work environment that is positive, proactive, stimulating and satisfying for all stakeholders.
- Proactively anticipates potential program problems and recommends viable, innovative solutions.
- Ensures timely and comprehensive reports and communications to provide vital program feedback to client, on both a continual basis as well as for year-end recap reports.

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- Actively manages both client's and TSMGI's budgets to ensure fiscal responsibility.
- Lead and support onsite activation which could require travel, event set up, and client hosting.
- Leads and / or participates in regular meetings with clients and with team members to determine long-term and short-term strategies, programs, budgets, timelines, and staff necessary to meet the goals of both the client and TSMGI.
- Identifies and promotes enhancements/improvements to existing programs and/or recommends new programs when appropriate.
- Establishes program tracking mechanisms to generate progress reports for review and analysis of effectiveness.
- Updates TSMGI leadership frequently regarding program status, as well as potential challenges and opportunities.
- Contributes to the overall growth and development of TSMGI.

SKILLS / QUALIFICATIONS:	KEY DELIVERABLES
<ul style="list-style-type: none"> <li>• 10+ years of relevant experience; prior sponsorship marketing experience in college athletics is a plus</li> <li>• Has a mature "executive presence"</li> <li>• Models the values to which TSMGI is committed (honesty, integrity, friendly, engaging, service oriented mindset, etc)</li> <li>• Exceptional client service and relationship skills</li> <li>• Advanced communication skills (oral &amp; written)</li> <li>• Detailed understanding of sports properties and the way brands leverage them to drive KPIs</li> <li>• Experience leveraging sponsorship properties               <ul style="list-style-type: none"> <li>○ Ticket management &amp; distribution</li> <li>○ VIP hospitality</li> <li>○ Branding / communications</li> <li>○ Media (print, broadcast, social, web, etc)</li> <li>○ Operations and logistics</li> </ul> </li> <li>• Property relationship management experience</li> <li>• Able to teach and mentor others</li> <li>• Attention to detail</li> <li>• Strong organizational and multi-tasking skills</li> <li>• Time management</li> <li>• Able to work both in a team environment and independently as required</li> <li>• Budget oversight and management</li> <li>• Resourceful, proactive problem solver</li> <li>• Strong computer software skills (Mac OS &amp; Microsoft Office suite, etc.), and hardware familiarity (Mac, PC, tablet, mobile devices, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Client's programs achieve established goals</li> <li>• Client feedback indicating high levels of satisfaction</li> <li>• Clear, articulate and effective communications</li> <li>• Budget and fiscal responsibility</li> <li>• Proactive, strategic contributions to client &amp; TSMGI</li> <li>• Well thought-out and articulated work-flow planning</li> <li>• Work team is productive, proactive and inspired</li> <li>• Personal and professional growth for work team</li> <li>• Expectations, tasks, responsibilities clearly communicated.</li> <li>• Problems or conflict are managed proactively, fairly and professionally</li> <li>• Deadlines achieved</li> <li>• Maintains a positive outlook, with a can-do / will-do attitude, while reinforcing the family-friendly culture established within TSMGI.</li> </ul>

### KEY CONTACTS:

- ▶ External
  - Clients – marketing, sales, communications, employee relations, purchasing, accounting
  - Vendors – sales, production, accounting
  - Sports Property – multimedia rights holders, client services, ticket offices, operations, hospitality, marketing, communications, etc.

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- ▶ Internal team members  
Sports & Event marketing department, Promotions department, creative services, general management, accounting / finance, purchasing, warehouse / operations

### Application Instructions

- ▶ Submit resume, cover letter and references to [jobs@tsmgi.com](mailto:jobs@tsmgi.com)

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Physical Requirements

- NP Not Present
- O Occasional (up to 25% of time)
- F Frequent (26%-74% of time)
- C Constant (75% or more of time)

<u>Requirement</u>	Check All That Apply				References
	NP	O	F	C	
• Standing/Walking: Remaining on one's feet in an upright position at a workstation or moving about a work area.		X			
• Sitting: Remaining in the normal seated position.			X		
• Carrying: Moving an object, usually by holding it in hands or arms, or on shoulders.			X		
• Lifting: Raising or lowering an object from one level to another using hands, arms and/or shoulders, back & legs.			X		
• Pushing/Pulling: Exerting force upon an object so that the object moves away from/toward the force.		X			
• Climbing: Ascending or descending ladders and stairs using feet and legs, and/or hands and arms.		X			
• Traveling: Requires travel outside geographic region.		X			
• Stooping: Bending body downward and forward by bending spine at the waist.			X		
• Kneeling: Bending legs at knees to come to rest on knee or knees.			X		
• Reaching: Extending hand(s) and arm(s) in any direction.			X		
• Handling: Seizing, holding, grasping, turning, or otherwise performing precision work with hand(s).			X		
• Bending/Twisting: Continual, intermittent rotation of the spine.		X			
• Talking: Expressing or exchanging ideas by means of the spoken word.				X	
• Hearing: Receiving detailed information through oral communication.				X	
• Vision: Clarity of vision at near and/or far distances.				X	
• Computer Usage or other special equipment operated.				X	