

## Account Manager – Sports & Event Marketing

<b>FUNCTION:</b>	Sports Marketing & Event Marketing
<b>REPORTS TO:</b>	Account Director – Sports & Event Marketing

### 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 Manager – Sports & Event Marketing** is a key member of the client account team responsible for managing 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 high degree of organization, attention to detail, excellent communication, fiscal responsibility and the ability to transfer the client's brand and business strategies into effective sports and event marketing programming. Primary responsibilities include managing, planning and executing the contractual rights and benefits of the partnership to achieve the client's objectives.

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 specifically assigned sports marketing programs to ensure client services are delivered as promised and within approved budgets
- Develops a close, collaborative working relationship with client's sponsored properties and multimedia rights holders
- Develops a close, collaborative working relationship with the client, and all of their internal and external work-partners
- Ability to translate client's business, marketing and brand strategies into effective marketing activation
- Strong understanding of sports business and brand activation concepts
- Develops clear communications materials (proposals, POVs, concepts, analysis, e-newsletter, etc)
- Identifies vendors, negotiates pricing and manages execution to ensure on-time and on-budget
- Prepares comprehensive program status and budget reports for client review
- Provides detailed post-program analysis, reports and recommendations
- Facilitate cross-functional team engagement (Marketing, Finance, Purchasing, HR, Legal, etc)
- Domestic travel to meet with sponsored properties and execute programs.
- Understands program budgets and opportunities for cost savings whenever possible

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- Oversees related client hospitality, especially ticket management and fulfillment
- Updates team leader frequently regarding program status, while proactively maintaining consistent and continual communication with department
- Assists with other programs as needed

SKILLS / QUALIFICATIONS:	KEY DELIVERABLES
<ul style="list-style-type: none"> <li>• Understand that the path to success is through consistently providing value (to the company and to the client) over time</li> <li>• Understands the value of hard work</li> <li>• Bachelors degree in relevant disciplines is required</li> <li>• 5+ years experience in sports and / or event or marketing; experience with college athletics is a plus</li> <li>• Attention to detail</li> <li>• Resourceful problem solver</li> <li>• Excellent communication skills – oral, written               <ul style="list-style-type: none"> <li>○ Strong proficiency with Power Point</li> <li>○ Strong proficiency with Excel</li> </ul> </li> <li>• Strong organizational and multi-tasking skills</li> <li>• Solid interpersonal skills</li> <li>• Able to work independently</li> <li>• Experience with meeting planning tools               <ul style="list-style-type: none"> <li>○ Web-based, digital, social media, etc.</li> </ul> </li> <li>• Previous agency or corporate experience is highly valued</li> <li>• Strong computer software skills (Mac OS &amp; Microsoft Office suite, etc.), and hardware familiarity (Mac, PC, tablet, mobile devices, kiosks, etc.)</li> <li>• Models the values to which TSMGI is committed (honesty, integrity, friendly, engaging, service oriented mindset, 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>• Well thought-out and articulated work-flow planning               <ul style="list-style-type: none"> <li>○ Tasks &amp; responsibilities communicated</li> <li>○ Deadlines achieved</li> <li>○ Scheduling accuracy</li> </ul> </li> <li>• Pre- and Post-program reports delivered</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** - TSMGI Clients, Sponsored Properties, Vendors and Venues
  - Clients & Sponsored Properties – marketing, sales, brand management, public affairs, employee relations, event planners, purchasing, accounting
  - Vendors – sales, production, accounting
  - Venues - sales, catering, facilities, operations, purchasing, accounting
  
- ▶ **Internal** - TSMGI Team Members
  - Client relations, promotions department, general management, accounting, purchasing, warehouse / operations

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### Application Instructions

- ▶ Submit resume, cover letter, salary expectations 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)

<b>Requirement</b>	<b>Check All That Apply</b>				<b>References</b>
	<b>NP</b>	<b>O</b>	<b>F</b>	<b>C</b>	
• 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	