

TSMGI's Professional Development Program Associate Account Coordinator – Sports & Event Marketing

FUNCTION:	Sports & Event Marketing
REPORTS TO:	Team Lead for Sports & Event Marketing

The Specialized Marketing Group

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 or follow @TSMGI on [Instagram](#), [Twitter](#) or [LinkedIn](#).

PROFESSIONAL DEVELOPMENT PROGRAM:

TSMGI's Professional Development Program (PDP) is designed to provide recent college graduates with real-world professional experience in the Sports & Event Marketing industry in order to develop their professional skills as well as contribute to the success of TSMGI.

This is a 6-month paid position located in TSMGI's headquarter office in Deerfield, IL.

The Associate Account Coordinator (AAC) will support the day-to-day planning and execution of designated client's sports & event marketing programs, achieving client and agency goals and expectations. The AAC will be responsible for the tactical elements of planning, communicating and executing related marketing programs and special events. This position requires a high degree of organization, attention to detail, excellent communication and fiscal responsibility.

In turn, the AAC will experience all aspects of the Sports & Event Marketing industry through hands-on responsibilities, mentorship, education and networking.

At the conclusion of the six month term, TSMGI will offer the AAC full-time permanent position if there is mutual interest, strong performance during this period, and the business need at that time.

ANTICIPATED RESPONSIBILITIES:

- ✓ Coordinate the day-to-day deliverables of sports & events client programs, budgets, timelines and responsibilities as assigned.
- ✓ Coordinate the planning, fulfillment and execution of sponsorship rights and benefits for designated clients.
- ✓ Support project plans and execute deliverables.
- ✓ Coordinate the content for status meetings to ensure all stakeholders are informed.
- ✓ Liaise with sponsored properties to coordinate fulfillment of sponsorship assets, rights and obligations.

TSMGI's Professional Development Program

Associate Account Coordinator – Sports & Event Marketing

- ✓ Build relationships within TSMGI, clients and partners through participation in related meetings, projects and programs.
- ✓ Conduct research to gain industry insights leading to idea generation and recommendations.
- ✓ Assist in the production of client presentations, POV's, proposals, etc.
- ✓ Potential travel to provide on-site support of client activations.

SKILLS / QUALIFICATIONS:	KEY DELIVERABLES
<ul style="list-style-type: none"> • Bachelor's degree in a relevant discipline • Sincere desire for a career in Sport & Event Marketing industry • Excellent communication skills – oral, written • Solid interpersonal skills • Resourceful problem solver • Strong organizational and multi-tasking skills • Outstanding project management skills • A team player who has the ability to work independently • Strong computer software skills (Mac OS & Microsoft Office suite, etc.), and hardware familiarity (Mac, PC, tablet, mobile devices, kiosks, etc.) 	<ul style="list-style-type: none"> • Work partner feedback indicates high levels of satisfaction • Well thought-out and articulated work-flow planning • Tasks & responsibilities clearly communicated • Deadlines achieved • Demonstrates a can-do/will-do attitude, while reinforcing TSMGI's family-friendly culture • Models the values to which TSMGI is committed (honesty, integrity, friendly, engaging, service oriented mindset, etc)

Application Instructions

- ▶ Submit resume, cover letter and references to jobs@tsmgi.com