

Account Coordinator – Sports & Event Marketing

FUNCTION	Account Coordinator -- Sports & Event Marketing
REPORTS TO	Account Supervisor

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](#).

OVERALL ACCOUNTABILITY

The **Account Coordinator – Sports & Event Marketing** is accountable for the day-to-day execution, planning and operational support of TSMGI sports & event marketing programs, achieving client and agency goals and expectations. The Account Coordinator is 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. Primary responsibilities include hospitality, logistics and client asset management.

KEY RESPONSIBILITIES

- ✓ Reporting to the Account Supervisor; the Account Coordinator will manage the day-to-day responsibilities of sports & events client programs, budgets, timelines and deliverables as assigned.
- ✓ Build relationships with TSMGI clients by maintaining frequent contact, contributing to status meetings, and conducting background work for client requests.
- ✓ Administration of ticket management system for TSMGI's clients; including research, pricing, organization, sorting, and shipping of ticket assets.
- ✓ Develops program proposals as appropriate for client consideration to expand existing programs and/or introduce new programs.
- ✓ Perform research/pricing for client programs, as well as developing program proposals when assigned.
- ✓ Consolidate research, metrics and measurement reporting on a consistent basis, reviewing with team leader and determining the impact of client marketing programs.
- ✓ Update team leader frequently of any problems & program status.
- ✓ Assist with other programs as requested.
- ✓ Potential travel to provide on-site management and support of digital and/or sports programs.

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SKILLS / QUALIFICATIONS:	KEY DELIVERABLES
<ul style="list-style-type: none"> • 0-3 years of experience • Bachelor's degree in a relevant discipline • Sincere desire for a career in Sport & Event Marketing industry • Excellent oral and written communication skills • 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"> • Client's programs achieve established goals • Client feedback indicates high levels of satisfaction • Client programs are delivered on-time and on-budget • Well thought-out and articulated work-flow planning • Tasks & responsibilities clearly communicated • Deadlines achieved • Scheduling accuracy • Pre- and Post-program reports are delivered on time • 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)

KEY CONTACTS

- ▶ External
 - Clients – sales, employee relations, purchasing, accounting
 - Vendors – sales, production, accounting
- ▶ Internal team members
 - Promotions department, general management, accounting / finance, purchasing, warehouse / operations

Application Instructions

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