

## Account Executive – Global Sports & Event Marketing / Endurance

<b>FUNCTION</b>	Account Executive -- Sports Marketing & Event Marketing / Endurance
<b>REPORTS TO</b>	Account Director, Global Sports & Event Marketing / Endurance

### 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:

As a key member of the account team, the **Account Executive – Global Sports & Event Marketing** supports the development, planning, communication and execution of our clients' international sports marketing programs and special events. 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 relationship and program management between TSMGI's client and their official sponsored properties (a series of the most prestigious marathons in the world, which include the Boston, Berlin, Chicago, London, New York and Tokyo marathons), as well as activation and execution of specified marketing programs. This position is located at TSMGI's headquarters in Deerfield, IL (northern suburb of Chicago).

### KEY RESPONSIBILITIES:

- Perform day-to-day activities for designated sports marketing programs to ensure client's objectives are achieved
- Oversee related client hospitality, including transportation and accommodation booking and management
- Identify vendors, negotiate pricing, and manage execution to ensure on-time and on-budget events and deliverables
- Develop close, collaborative working relationships with key vendors and partners who help execute event activations
- Work closely with internal promotions team to ensure delivery of high-quality client merchandising program
- Compile detailed post-program analysis, reports, and recommendations
- Contribute to comprehensive daily and weekly program status and budget reports for client review
- Showcase ability to translate client's business, marketing, and brand strategies into effective marketing activation
- Develop a close, collaborative working relationship with client's sponsored properties
- Develop a close, collaborative working relationship with the client, and all of their internal and external work-partners

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- Facilitate cross-functional team engagement (Marketing, Finance, Purchasing, HR, Legal, etc)
- Understand program budgets and opportunities for cost savings whenever possible
- Demonstrate strong desire to continuously develop professional skill set
- Showcase strong understanding of sports business and brand activation concepts
- Assist with other TSMGI clients and programs as needed
- Comfortable and willing to travel to international destinations in support of client activations and program execution

SKILLS / QUALIFICATIONS:	KEY DELIVERABLES
<ul style="list-style-type: none"> <li>• Bachelor’s degree in relevant disciplines required</li> <li>• 2+ years of experience in sports and / or event or marketing</li> <li>• Understands that the path to success is through consistently providing value (to the company and to the client) over time</li> <li>• Excellent oral and written communication skills               <ul style="list-style-type: none"> <li>○ Strong proficiency with email writing and etiquette</li> <li>○ Strong proficiency with PowerPoint</li> <li>○ Strong proficiency with Excel</li> </ul> </li> <li>• Excellent in problem solving and attention to detail</li> <li>• Able to work efficiently both independently and within a team</li> <li>• Strong organizational and multi-tasking skills</li> <li>• Strong social and interpersonal skills</li> <li>• Strong computer software skills (Mac OS &amp; Microsoft Office suite, etc.), and hardware familiarity (Mac, PC, mobile devices, etc.)</li> <li>• Experience with meeting planning tools               <ul style="list-style-type: none"> <li>○ Web-based, digital, social media, etc.</li> </ul> </li> <li>• Willing and available to work off-peak hours and weekends if and when necessary</li> <li>• Models the values to which TSMGI is committed (honest, virtuous, friendly, service-oriented, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Client’s sponsorship assets are delivered, and in a manner that achieves their established business goals and objectives</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> <li>○ Small details addressed</li> </ul> </li> <li>• Prompt response time and clear, articulate communications to both internal and external work partners</li> <li>• Client feedback indicates high levels of satisfaction with both individual and team performance</li> <li>• Effective relationships built with key vendors and event partners</li> <li>• Budget and fiscal responsibility</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

- ▶ **Internal** - TSMGI Team Members

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- Client relations, promos department, general management, accounting, purchasing, warehouse / operations
- ▶ **External** - TSMGI Clients, Sponsored Properties, Vendors and Venues
  - Clients & Sponsored Properties – marketing, sales, brand management, employee relations, event planners, trade show managers, purchasing, accounting
  - Vendors – sales, production, accounting
  - Venues - sales, catering, facilities, operations, purchasing, accounting

### **Application Instructions**

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