

Account Manager – Sports & Event Marketing / Motorsports

FUNCTION	Account Manager -- Sports & Event Marketing / Motorsports
REPORTS TO	Account Supervisor – Sports & Event Marketing / Motorsports

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

JOB SUMMARY

The **Account Manager – Sports & Event Marketing** is a key contributor to the motorsports account team, and supports all aspects of planning, communicating and executing assigned client's 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 clients and their official sponsored properties (team sponsorships within NASCAR), 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) or remotely in Charlotte, NC.

KEY RESPONSIBILITIES:

- ✓ Performs the day-to-day activities for specifically assigned sports and event marketing programs to ensure client services are delivered as promised and within approved budgets
- ✓ Develops a close, collaborative working relationship with client's sponsored sports properties
- ✓ 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 sports programming
- ✓ Strong understanding of sports and event 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)
- ✓ Travels periodically to event locations to host clients and their customers
- ✓ Understands program budgets and opportunities for cost savings whenever possible

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

SKILLS / QUALIFICATIONS	KEY DELIVERABLES
<ul style="list-style-type: none"> • Attention to detail • Resourceful problem solver • Excellent oral and written communication skills • Strong organizational and multi-tasking skills • Solid interpersonal skills • Able to work independently • 5+ years of experience in sports or event marketing • Experience with meeting planning tools <ul style="list-style-type: none"> ○ Web-based, digital, social media, etc. • Previous agency or corporate experience is highly valued • Bachelor's degree in relevant disciplines is valued • Strong computer software skills (Mac OS & Microsoft Office suite, etc.), and hardware familiarity (Mac, PC, tablet, mobile devices, kiosks, etc.) • Models the values to which TSMGI is committed (honesty, integrity, friendly, engaging, service oriented mindset, etc) 	<ul style="list-style-type: none"> • Client's programs achieve established goals • Client feedback indicating high levels of satisfaction • Clear, articulate and effective communications • Budget and fiscal responsibility • Well thought-out and articulated work-flow planning <ul style="list-style-type: none"> ○ Tasks & responsibilities communicated ○ Deadlines achieved ○ Scheduling accuracy • Pre- and Post-program reports delivered • Maintains a positive outlook, with a can-do / will-do attitude, while reinforcing the family-friendly culture established within TSMGI

KEY CONTACTS

- ▶ **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
- ▶ **Internal** - TSMGI Team Members
 - Client relations, promotions department, general management, accounting / finance, purchasing, warehouse / operations

Application Instructions

- ▶ Submit resume, cover letter and references to 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)

Check All That Apply References

Requirement	NP	O	F	C	References
• 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	

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<ul style="list-style-type: none"> • Vision: Clarity of vision at near and/or far distances. 				X	
<ul style="list-style-type: none"> • Computer Usage or other special equipment operated. 				X	