



TOUR MANAGER / DRIVER / BRAND REPRESENTATIVE

About our Company

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](#).

Position

TSMGI is seeking an experienced Tour Manager / brand representative to drive and manage a NASCAR team sponsored "show car" to designated locations, for public activations, throughout the U.S. during March through October 2023.

The primary responsibility of this position will to safely and efficiently transport a NASCAR Show Car and display materials to designated locations, set-up / tear-down the car and display for public appearances (consumer engagement), be available to answer general questions from the public regarding the show car and program, coordinate with the TSMGI program manager, and liaise with client store managers at each location.

This is a temporary seasonal position and hours will be dependent on the appearance schedule.

Responsibilities

- Ability to drive a heavy-duty SUV, pick-up or similar type vehicle pulling a 28' trailer containing the Show Car and display materials over long distances for an extended period of time.
- Plan efficient routing and safely transport the Show Car display to and from a variety of public events throughout the United States from February through November 2023.
- Moderately physical labor includes unloading the show car from the trailer, setting-up basic display materials (i.e. crowd control stations, small signs, marketing materials, branded merchandise and banner flags for example); and re-packing all display elements after each event.
- Ability to comfortably, confidently and articulately communicate with consumers as an ambassador on behalf of our client.
- Ensure the car, truck, trailer and all display materials are clean and well positioned at each event.
- Demonstrate a high degree of organization, fiscal responsibility (managing expense reports), and operational independence as the field representative for this program.
- Other duties as assigned

Performance Measures

- Driver safety (compliance with safety regulations, processes and procedures)
- Professionalism with consumers, clients and TSMGI staff
- Ability to learn key facts about the program and comfortably communicate those to the public
- Dependable, reliable, punctual, independent, positive / optimistic, engaging

Minimum Requirements

- Impeccable driving record
- Previous experience managing a similar type of program
- Passion for motorsports/sports industry
- Post high school education required or equivalent experience
- Excellent communication skills
- Professional appearance and demeanor
- Ability to work evenings, weekends, and holidays as scheduled
- No drug, alcohol, tobacco, vaping or other substance use while “on the clock” during this program

Special Position Requirements

- Will require frequent travel (appearances are at least once a month from March to November)

Equal Opportunity / Inclusive Employer

- All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

Application Process

- If interested in applying for this position, please send your resume, cover letter and references to jobs@tsmgi.com. We will confirm receipt and respond to all inquiries as soon as reasonably possible.