

Account Director – Sports & Event Marketing / Motorsports

FUNCTION:	Sports & Event Marketing
REPORTS TO:	Vice President –Marketing Strategy & Client Success; Sports & Event Marketing division

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 Director – Sports & Event Marketing** leads account management for TSMGI's clients whose primary sponsorships focus on motorsports (specifically, NASCAR). This includes two iconic brands who have been involved in NASCAR for more than 30 years. The Account Director, Sports & Event Marketing / Motorsports will be the agency's lead subject matter expert in motorsports and will directly lead the two accounts and account teams. This includes leading all aspects of property and asset management, sponsorship and activation strategy, planning, communicating and directing client's sports marketing programs and special events. This position requires a high degree of organization, attention to detail, excellent communication, fiscal responsibility, ability to translate metrics into measurement and the ability to transfer the client's brand and business strategies into effective sports and event marketing programming.

Primary responsibilities include relationship management with TSMGI's clients (at all levels), and with their official sponsored properties, as well as other non-motorsports sponsorships for each of these clients.

The preferred location for this position is at TSMGI's headquarters in Deerfield, IL (northern suburb of Chicago), but can be located in Charlotte, NC.

KEY RESPONSIBILITIES:

- ✓ Subject matter expert on the combination of motorsports (NASCAR), our client's and their sponsorship objectives.
- ✓ Ability to translate client's business, marketing and brand strategies into effective sports programming
- ✓ Leads the account teams who are responsible for planning and executing specifically assigned sports and event marketing programs to ensure client services are delivered as promised and within approved budgets
- ✓ Is experienced, comfortable and confident engaging senior leadership with clients and sponsored properties
- ✓ 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
- ✓ Strong understanding of sports and event brand activation concepts
- ✓ Ability to develop clear, concise and effective communications materials (proposals, POVs, analysis, etc.)
- ✓ Ability to use data and metrics to set clear measurement goals
- ✓ Directs the account team to lead scheduled and ad hoc meetings with the clients, their agencies and partners
- ✓ Leads the delivery post-program analysis, reports and recommendations

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- ✓ Travels periodically to event locations to host clients and their customers
- ✓ Understands program budgets and drives cost efficiency whenever possible
- ✓ 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 communication skills – oral, written • Strong organizational and multi-tasking skills • Solid interpersonal skills • Able to work independently • 10+ years experience in sports or event marketing; knowledge of motorsports (NASCAR) a plus • 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 • Maintains a positive outlook, with a can-do / will-do attitude, while reinforcing the family-friendly culture established within TSMGI • Develops team members

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)

Requirement	Check All That Apply				References
	NP	O	F	C	
• 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	
• Vision: Clarity of vision at near and/or far distances.				X	
• Computer Usage or other special equipment operated.				X	