

Account Manager – Sports & Event Marketing (Milwaukee)

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| FUNCTION: | Sports Marketing & Event Marketing |
| REPORTS TO: | Account Director or Account Supervisor |

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 responsible for 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 (Milwaukee Bucks and Green Bay Packers), as well as activation and execution of specified marketing programs. This position is located in TSMGI's office in Milwaukee, WI (Third Ward).

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 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 marketing activation
- Strong understanding of sports business and 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)
- Local travel throughout northern Illinois, Milwaukee and Green Bay.
- Understands program budgets and opportunities for cost savings whenever possible
- Oversees related client hospitality, especially ticket management and fulfillment
- Updates team leader frequently regarding program status, while proactively maintaining consistent and continual communication with department
- Assists with other programs as needed

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| SKILLS / QUALIFICATIONS: | KEY DELIVERABLES |
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| <ul style="list-style-type: none"> • Understand that the path to success is through consistently providing value (to the company and to the client) over time • Understands the value of hard work • Bachelors degree in relevant disciplines is required • 5+ years experience in sports and / or event or marketing • Attention to detail • Resourceful problem solver • Excellent communication skills – oral, written <ul style="list-style-type: none"> ○ Strong proficiency with Power Point ○ Strong proficiency with Excel • Strong organizational and multi-tasking skills • Solid interpersonal skills • Able to work independently • 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 • 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, purchasing, warehouse / operations

Application Instructions

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