

**Role:** Account Director – Sports & Event Marketing

**Reports To:** Vice President, Marketing Strategy & Client Success

## The Specialized Marketing Group, Inc.

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- **Who we are:** The Specialized Marketing Group, Inc. (TSMGI) – a global marketing agency specializing in sports, events, and promotional products that bring brands to life.
- **What we do:** We create innovative programs that grab attention, spark conversations, and help brands stand out in a big way.
- **Our approach:** We offer the best of both worlds – the personalized attention of a small business combined with the big ideas and capabilities of a larger agency.
- **Founded:** Since 2000, we've been working with some of the biggest names, including Fortune 500 companies and market leaders.
- **Recognition:** Proud to be named a "Top 200" agency by Chief Marketer Magazine every year since 2008.
- **Where we're located:** Our main office is in Deerfield, IL, just north of Chicago, with teams in Milwaukee, WI; Lexington, KY; Charlotte, NC; Denver, CO; and Madrid, Spain.
- **Stay connected:** Follow us on Instagram and LinkedIn @TSMGI.
- **Want to learn more?** Visit us at [www.TSMGI.com](http://www.TSMGI.com).

## The Account Director – Sports & Event Marketing Role

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We're looking for an Account Director for Sports & Event Marketing who is highly polished and experienced professional who has demonstrated the ability to lead high profile, large-scale sponsorship programs on behalf of an agency or company. Primary responsibilities include thought leadership, strategy development, creative ideation, activation excellence, client and account team leadership. This person is comfortable and confident with executive level communications, will dive into the tactics and execute at all levels within the client's organization and TSMGI's account team.

This position is based in TSMGI's HQ office in Deerfield, IL (Chicago suburb), and the amount of travel will depend on the specific client program.

### Why you'll love this role:

- **Exciting opportunity:** Be part of a highly experienced team of sports & event marketing professionals and working on exciting sports sponsorships from college athletics to global professional sports.
- **Career development:** We believe in promoting from within, making this a great place to grow your career.
- **Unique industry:** Work in a dynamic business that combines marketing, sports, experiential events, and promotions.
- **Collaborative team:** Join a close-knit team that thrives on camaraderie and teamwork.
- **Great culture:** Enjoy being part of a company with long employee tenure, a strong sense of belonging, and delivering great work for our clients.
- **Work-life balance:** Benefit from a hybrid work schedule that offers flexibility for a better work-life balance.
- **Comprehensive benefits:** We offer great benefits like medical, dental, vision, life insurance, a 401k / Simple IRA, PTO, and more.

## Key Responsibilities

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### What you'll do as a Account Director :

- **Lead day-to-day activities of the TSMGI account team:** Ensure client's sponsorship objectives are met while delivering top-tier service and client satisfaction.
- **Understand the client's business and goals:** Develop strategies for optimizing the use of sponsored properties to maximize value.
- **Engage with client stakeholders:** Educate and inspire internal teams to leverage assets effectively, aligning them with business objectives.
- **Translate vision into action:** Drive unique, creative program ideas and activation tactics that align with client needs.
- **Build strong relationships with sponsored properties:** Liaise with partners to ensure effective communication and collaboration.
- **Lead, coach, and inspire the account team:** Foster a high-performance environment, encouraging growth and excellence.
- **Ensure team preparedness:** Make sure the account team is ready for meetings, events, and programs.
- **Create a positive work environment:** Cultivate a dynamic, proactive space that motivates and satisfies all stakeholders.
- **Proactively solve problems:** Identify potential program issues and recommend innovative solutions.
- **Deliver timely reports:** Provide vital feedback to clients and detailed year-end reports.
- **P&L Management:** Ensure financial performance by actively overseeing both client and TSMGI budgets.
- **Lead on-site activations:** Oversee event setup, client hosting, and potential travel for on-site activations.
- **Drive long- and short-term strategies:** Lead collaboration to define strategies, timelines, budgets, and staffing to meet objectives.
- **Identify opportunities for program improvement:** Recommend enhancements to existing programs or propose new ones when needed.
- **Lead Metrics & Measurement:** Lead measurement resources to analyze and evaluate program performance.
- **Keep leadership informed:** Update TSMGI leadership on program status, challenges, and opportunities.
- **Contribute to TSMGI growth:** Play an active role in the overall development and success of TSMGI.

### What We're Looking For:

### Key Deliverables for the Account Director:

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| <ul style="list-style-type: none"> <li>• <b>10+ years of relevant experience:</b> Prior sponsorship marketing experience in college athletics is a plus.</li> <li>• <b>Executive presence:</b> You carry a mature, professional demeanor that instills confidence.</li> <li>• <b>Model TSMGI's values:</b> Honesty, integrity, friendliness, and a service-oriented mindset are key to your approach.</li> <li>• <b>Exceptional client service skills:</b> You build and maintain strong relationships with clients.</li> <li>• <b>Advanced communication skills:</b> You excel in both oral and written communication.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Achieve client program goals:</b> Ensure programs consistently meet or exceed the client's established objectives.</li> <li>• <b>Client satisfaction:</b> Receive positive feedback that reflects high levels of client satisfaction and success.</li> <li>• <b>Thought Leadership:</b> As an insightful sports industry insider, provide clients and TSMGI valuable thought leadership and perspective.</li> <li>• <b>Effective communication:</b> Provide clear, articulate, and impactful communication both internally and with clients.</li> <li>• <b>Fiscal responsibility:</b> Manage budgets effectively and ensure financial goals are met without overspending.</li> </ul> |
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| <ul style="list-style-type: none"> <li>• <b>In-depth understanding of sports properties:</b> You know how brands leverage them to drive KPIs and achieve results.</li> <li>• <b>Experience with sponsorship properties:</b> Manage ticket distribution, VIP hospitality, branding/communications, media, and operations/logistics.</li> <li>• <b>Property relationship management experience:</b> You've successfully built and nurtured relationships with properties.</li> <li>• <b>Ability to mentor others:</b> You lead by example and enjoy teaching and developing team members.</li> <li>• <b>Attention to detail:</b> You're meticulous in your work, ensuring nothing falls through the cracks.</li> <li>• <b>Strong organizational and multi-tasking skills:</b> You can juggle multiple projects without missing a beat.</li> <li>• <b>Time management:</b> You prioritize tasks effectively and meet deadlines consistently.</li> <li>• <b>Team player with independence:</b> You thrive in both collaborative environments and when working autonomously.</li> <li>• <b>P&amp;L management:</b> You are accountable for financial performance including P&amp;L management, forecasting and profitability.</li> <li>• <b>Proactive problem solver:</b> You're resourceful and anticipate challenges before they arise.</li> <li>• <b>Tech-savvy:</b> Proficient with Mac OS, Microsoft Office Suite, and hardware including Mac, PC, tablets, and mobile devices.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Proactive contributions:</b> Bring strategic ideas and solutions that benefit both the client and TSMGI.</li> <li>• <b>Well-planned workflows:</b> Develop and implement efficient, thoughtful workflows for the team.</li> <li>• <b>Team productivity and inspiration:</b> Lead a productive, proactive team that stays motivated and on track.</li> <li>• <b>Personal and professional development:</b> Foster growth for your team members, both in their roles and careers.</li> <li>• <b>Clear communication of expectations:</b> Ensure that all tasks and responsibilities are clearly communicated to the team.</li> <li>• <b>Conflict management:</b> Address any issues or conflicts proactively, fairly, and professionally.</li> <li>• <b>Meet deadlines:</b> Consistently achieve deadlines and deliverables without delay.</li> <li>• <b>Positive attitude and family-friendly culture:</b> Maintain a can-do attitude, while reinforcing TSMGI's supportive and family-oriented environment.</li> </ul> |
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## Key Contacts and Work-Partners

**Internal Team:** You'll collaborate closely with a variety of departments, including Sports & Event marketing, Promotions, Creative Services, General Management, Accounting/Finance, Purchasing, and Warehouse/Operations.

### External Partners:

- **Clients:** Work with teams in marketing, sales, communications, employee relations, purchasing, and accounting.
- **Vendors:** Coordinate with vendors across sales, production, and accounting.
- **Sports Property:** Support with multimedia right holders, clients services, ticket offices, operations, hospitality, marketing, communications, etc.

## How to Apply

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- **Ready to join our team?** Send your resume, cover letter, and references to [jobs@tsmgi.com](mailto:jobs@tsmgi.com). We can't wait to hear from you!

## Additional Information

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The estimated salary range for this role is \$85,000 to \$130,000 annually. The actual salary will vary based on applicant's education, experience, skills, and abilities, as well as internal equity and alignment with market data. The salary may also be adjusted based on applicant's geographic location.

This role is eligible for healthcare (medical, dental, and vision), life, accidental death and dismemberment, short and long-term disability plans. Additional benefits include paid time off and a SEP-IRA retirement fund funded by both the employee and employer contributions. This role is also eligible for an annual salary increase and a year-end bonus based on the financial success of the company and the individual's performance.

At TSMGI, we're all about creating a workplace that feels as rewarding and enjoyable as it is productive. We take pride in our culture built on mutual respect, collaboration, and genuine camaraderie. We want our employees to look forward to coming to work every day—and we make that a priority! From complimentary lunches every Tuesday to our exciting monthly Town Hall meetings, we're constantly finding ways to connect and celebrate our team. Plus, our dedicated "Fun Committee" keeps things lively with creative and unique office activities throughout the year. And when the holidays roll around, we go all out with a memorable year-end celebration that brings everyone together.

TSMGI is committed to creating a diverse environment and is proud to be an equal opportunity employer and committed to compliance with all fair employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, pregnancy, disability, age, veteran status, or other characteristics.