

## **Bryan – College Station Sports + Events (BCSS+E)**

### **Job Title: Sports Marketing Manager**

#### Responsibilities

This position will focus on all areas of sports marketing for the destination. Primary focus areas include, but are not limited to the following:

- Sports Social Media
  - Facebook, Twitter, Instagram
  - Vlogs/Blogs
- Digital Marketing
  - Managing relationships with ad agencies and trade publications
  - Option of creating/managing sports department ads in-house
  - BCS Sports + Events website content creation and management
- Direct Marketing
  - Press releases
  - Brand awareness
  - Monthly sports newsletter
  - Segmenting sports markets in CRM
- New Client Interaction Campaigns
- Sponsorship sales and activation
- Strategic branding initiatives in and out of market
- Photography/Videography
- Marketing Analysis
  - Per event and overall
- Client Testimonials
- Sports marketing timelines/calendar development and management

#### Preferred Qualifications:

- Bachelor's degree from an accredited college or university and/or equivalent directly related work experience (3 years minimum preferred).
- Knowledge of youth and amateur sports and/or special events.

- Graphic design programs such as InDesign, PhotoShop, AdobeSuite, and/or Adobe Illustrator.
- Experience in a non-profit environment.
- Excellent communication skills including verbal, written, and interpersonal.
- Motivated self-starter.
- Must have computer and technology skills.
- Willing and able to travel and work weekends when necessary.

Location: Bryan – College Station, Texas. All employees of BCSS+E must be permanent residents of Brazos County.

Salary: \$35,000 – \$45,000 annual base plus incentive plan, plus benefits (health and dental, 401k, short-term and long-term disability, vacation and sick time)

Deadline: Open until filled. Start date as soon as possible. All applications received in the correct format by November 3, 2017 will be given full consideration.

Job Type: Full Time. Position reports directly to the CEO.

BCSS+E is an Equal Opportunity Employer that does not discriminate on the basis of race, color, religion, national origin, ancestry, citizenship status, age, disability (mental or physical), sex, marital status, veteran status, sexual orientation, arrest record, genetic information, or any other characteristic protected by applicable federal, state or local laws.

To Apply: Email a single PDF document of no more than three pages that includes a one-page cover letter, and no more than a two-page resume to Kindra Fry, Interim CEO, Experience Bryan – College Station, [Kindra@ExperienceBCS.com](mailto:Kindra@ExperienceBCS.com). No phone calls will be accepted. BCSS+E reserves the right to disqualify any application that is not submitted in the proper format as outlined above.