



Marketing Manager Job Description

The marketing manager is responsible for managing relationships with CSMG brand and property partners and working closely with the chief of staff to develop marketing and sales support plans. This dynamic position requires the ability to anticipate needs, think critically, and offer solutions to problems with a high level of professionalism and confidentiality.

Duties and Job Responsibilities:

- Communicate professionally with clients daily and be a solution provider
- Research and develop points of view on potential new business leads for CSMG properties, staying up to date on marketing and sponsorship trends within key sponsorship categories
- Maintain management and CRM/Sales reporting systems including Insightly
- Attend and contribute to weekly Sales meeting with the team
- Develop strategic marketing collateral, with focus on ideation for sponsorships inclusive of data and analytics
 - Assist staff with sponsorship research, proposals and recaps, including content ideas and execution
 - Prepare, edit, and finalize sales presentations; partner and strategize with sales team to create original, unique, professional proposals including decks, media kits, and one sheets
- Interact with National Sales and input/track orders as needed, providing event management support as needed
- Execute and track brand activation for our sponsors and our properties, create post analysis for ongoing projects and give recommendations for future growth strategy
- Assist in selection of vendors and purchase equipment, services, and supplies necessary for CSMG operation
- Develop graphics and communications plan and calendar for social media
- Maintain pitch decks in shared drive based on ongoing refinements made to specific presentations

Requirements

- 3-4 years of experience, reports to VP Sales
- Critical thinking, project management skills, and ability to evaluate and improve sales results both to properties and brands/agencies
- Attention to details/ dedication to learn new things/ strong ability to multitask and prioritize with detail/accuracy
- Possess professionalism and organization skills to deal effectively with tight deadlines, and successfully address the diverse needs of sales team, and management
- Knowledge of Microsoft Office applications including Word, Excel, and PowerPoint
- Strong social media background with experience using Twitter, LinkedIn and preferably background in using a scheduling system for social media
- A team player who can also operate independently and take ownership of his/her own projects
- Interest/knowledge in college sports with a master's degree preferred
- Compensation: Will be based on previous experience

About Collegiate Sports Management Group

CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports. Visit www.collegiatesmg.com for more info.