



**TITLE:** SENIOR MANAGER, MARKETING  
**POSITION TYPE:** Full Time, Exempt  
**COMPANY:** Sharks Sports and Entertainment, LLC  
**LOCATION:** San Jose, California  
**REPORTS TO:** Director, Integrated Marketing  
**POSTING DATED:** June 23, 2021

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### **Summary:**

#### ***Team Teal***

Born in 1991 by emerging through a shark's mouth, Team Teal has grown into a multi-faceted organization that includes the SAP Center, the NHL San Jose Sharks, the AHL San Jose Barracuda, three Sharks Ice facilities, and the non-profit Sharks Foundation. Additionally, we plan on growing our organization through expansion in the Bay Area and surrounding communities in Northern California.

We work and play in Silicon Valley, and are deeply influenced by the technology, innovation, diversity, and commitment to excellence that surrounds us. Our culture is transforming to reflect those values, with an eye towards a pioneering, forward-thinking, and inclusive environment in sports and entertainment.

We live, work, and innovate by a set of Pioneering Principles:

- T** – Team success is more important than individual success
- E** – Exceptional experience is non-negotiable in everything we do
- A** – Appreciate others for their diversity and opinions
- M** – More risk leads to more rewards and expands our comfort zones

- T** – Trust that all teammates have the best intentions
- E** – Empower all teammates to make informed decisions
- A** – Always say what you really mean and do what you say
- L** – Lead by showing the respect to others you expect from them

We strive to unite people through a shared love of ice sports, entertainment, and our hometown. We are Teal Together; we are Team Teal.

### **Position Overview:**

The Senior Manager, Marketing is part of our vision to pioneer the future of sports and entertainment. Our Integrated Marketing function brings together performance marketing, brand activation, digital, and partnerships marketing for greater alignment between paid, organic, and branded marketing. This role is critical in managing the group responsible for supporting our revenue generating area, in particular ticket sales and premium hospitality sales. The role will also collaborate across the Revenue & Brand (which bring together all revenue and brand functions) and Business Intelligence groups to develop and execute marketing activations, develop and activate customer segments, and develop brand messaging. The candidate will be a leader that can align their group on strategy, develop staff, and be a team player working collaboratively with all R+B functions and other areas of the business to maximize revenue and fan engagement.



## **Essential Duties and Responsibilities:**

### **LEADERSHIP**

- Directly supervise and develop full-time marketing staff of five responsible for implementing Sharks, SAP Center, and SSE merchandise marketing plans. Advise Barracuda and Sharks Ice marketing staff on the development of marketing plans.
- Hire, train, motivate, and evaluate department staff, with the objectives of supporting revenue-generating areas of the business and fan engagement.
- Create, document, and hold staff accountable to critical functional and cross-functional processes.
- Cultivate and maintain a best-in-class culture rooted in our Pioneering Principles.
- Collaborate with Director, Integrated Marketing to develop functional strategy and communicate effectively to staff.
- Work closely with Director, Integrated Marketing for expense budget adherence and forecasting.
- Work with Business Intelligence function to develop and implement marketing technology.
- Manage the development of marketing activation plans including the annual promotional schedules.
- Collaborate with Partnership group to develop and deliver partnership assets.
- Oversee development, execution, and measurement of paid advertising campaigns.
- Oversee development, execution, and measurement of marketing and fan communication plans across platforms such as email, mobile messaging, website, and social media.
- Develop close working relationships with key internal stakeholders like Revenue+Brand, BAT, Media Relations, Sharks Ice, and others to ensure necessary collaboration.
- Be a thought leader and subject matter expert on marketing throughout the sports and entertainment industry with a digital profile across multiple platforms.
- Use independent discretion to analyze staff performance, create performance improvement plans, and/or take disciplinary action when appropriate.

### **Qualifications:**

- 7+ years of professional experience working in marketing, ideally B2C, with 2+ years supervisory experience
- Experience at a sports team or league is a plus but not critical
- Understanding of marketing technology, in particular SAP Marketing/Sales Cloud
- Understanding of digital advertising, SEM, SEO
- Aligned with our Pioneering Principles and in particular
  - A master collaborator with a team-first mentality
  - Willing and able to think big and take risks
  - A believer in creating exceptional experiences
  - Someone that appreciates diversity of thought and seek different perspectives to solve problems
- A strong advocate for process
- An excellent written and verbal communicator that is comfortable sharing ideas across functions, and to different levels of the organization
- Be results-oriented and demonstrate strategic instincts.
- Bachelor's degree or equivalent professional experience required
- Ability to use independent judgment and discretion to make and implement decisions after evaluating various courses of action
- It is imperative that you have the ability to work independently without supervision, be self-directed and demonstrate initiative.



**What We Offer:**

- Competitive base salary and performance-based variable pay (if applicable)
- A robust package of health/ dental/vision benefits.
- Central office location in downtown San Jose, at the heart of Silicon Valley; extremely convenient access to CalTrain, VTA, and major freeways.
- Here at Team Teal, we recognize and celebrate that individuals come with a wealth of experience and talent well beyond any list of required skills and qualifications – in fact, we believe diversity of backgrounds and skills, combined with passion, are the most important keys to meaningful innovation and excellence. Therefore, we encourage people from all backgrounds to apply to our positions. Please let us know if you require accommodations during the interview process.