



Wisconsin Herd Job Description

Job Title: Director of Game Production & Partnership Activation
Class: Full-Time
Reports to: President

The Milwaukee Bucks are looking for talented people who embrace diversity, equity & inclusion in a workplace where everyone feels valued and inspired.

It all begins with outstanding talent, It all begins with YOU! #FearTheDeer

Summary:

Create, plan and produce all game presentation elements for all Wisconsin Herd home games. Help design, coordinate and execute individual game promotions and theme nights. Assist with creative development and implementation of various marketing and promotional events including game, NBA G-League and team related activities. Act as a liaison to Menominee Nation Arena personnel regarding game night needs. Responsible for ensuring flawless and efficient sponsorship activation fulfillment

Key Responsibilities:

- Coordinate in-arena game operations activities of the Wisconsin Herd.
- Work with Sales and Marketing department on implementation of all annual and special events for season ticket holders
- Provide all staffing, format and scripting of events as listed above
- Hire, train and supervise for all home games:
 - Ancillary game day staff (Herd Hype Interactive Squad)
 - Mascot for all home games.
 - Public Address announcer for all home games.
 - Game day operational interns (Floor Director and Game Ops Coordinators)
 - Game Night graphic designer
- Set-up and coordinate Music replay system. Actively update and manage music playlists. Have complete understanding of game tempo and ability to play music, prompts, bumps at appropriate times.
- Manage and direct video replay system with animations, including sourcing and curating all graphic and video needs
- Working knowledge of Daktronics Show Control, Click Effects and control room operations

- Set up and manage Vom tunnel space pre-game
- Coordinate game day activation supplies needed per game by ensuring sponsorship elements needed to fulfill partnerships are accounted for and on hand for game.
- Manage Game Operations storage area by keeping it clean and organized before and after each game.
- Conduct all pre-game staff meetings to coordinate game production with entertainment heads.
- Facilitate pre-game intern meetings
- Coordinate national anthem tryout and hire national anthem singers for each home game
- Coordinate all Fan Experience Programs with Group Sales staff and Groups
- Develop and write all game operation scripts for each home game including all public address announcements, video elements, message boards and all court-related promotions/presentation.
- Produce games while overseeing all entertainment departments including lights, sound, spots, Daktronics, PA, floor director, interactive team, and mascot
- Collaborate with Team's Television Broadcast partner to execute in-arena video game experience for fans.
- Research NBA best practices and other professional sports teams game presentation and special event methods.
- Attend meetings to plan, strategize and implement new and existing special events
- Determine event venue, plan programming and create staff schedules and designate responsibilities for Wisconsin Herd special events
- Develop and maintain up to date list of Herd inventory used at games and special events
- Act as on-site supervisor, as required, regarding complete coordination of special events, including but not limited to on court contests, presentations, sponsor promotions, etc.
- Work with Corporate Sponsorship department to build, improve, and implement sponsor in and out of arena promotions.
- Perform additional duties as assigned
- Have fun!

Corporate Activation

- Handle all Corporate initiatives to ensure all sponsorship activations are fulfilled
- Produce and communicate corporate recap flash reports on a post-game activation basis, including end of season recap decks and reports
- Lead all available sponsorship elements that are available to be sold and continuously think of new elements to incorporate
- Coordinate with sales reps and facilitate gathering all materials needed to fulfill sponsorships - Collecting logos, advertisements, radio spots, TV spots, etc.
- Main liaison for corporate partners in addition to Sales Reps to ensure corporate sponsors see return on investment
- Help layout program with PR Director to align with sponsor fulfillment needs
- Order items needed to fulfill partnerships which may include but is not limited to: signage, giveaways, etc.
- Collaborate with PR/CR Director to coordinate and activate sponsored events

- Work with Corporate Sales team to craft partnership proposal decks and be a resource as needed to craft partnership proposal materials.
- Develop and write scripts for all radio & TV broadcast sponsorship drops, mentions, and partner activations

Special Projects

- Work with department heads and Team President on special projects that may include but are not limited to: Special Theme night coordination (i.e. Military Appreciation Night, Basketball Camps, Clinics, School Visits, etc.)
- Be a point person for any annual revenue generation special events (summer camps, golf tournaments, etc.).

All offers for employment with the Milwaukee Bucks are contingent upon the candidate having successfully completed a criminal background check and drug screening. We will consider qualified candidates with criminal histories in a manner consistent with the requirements of applicable local, state, and Federal laws.

The Milwaukee Bucks is an Affirmative Action and Equal Opportunity Employer, Ethnic Minority/Female/Disabled/Veteran/Gender Identity/Sexual Orientation.

We provide our employees with a robust employee benefits plan that focuses on the mental and physical wellness of our team. We strive to offer a flexible work environment that allows our team members to be productive in both their work and home lives.