

The **Manager of Sports Activation** manages the day-to-day execution operations for sports related elements for MGM Resorts International via event specific, consumer impacting high profile events: local, regional and global and partnership execution elements. In addition, manages the day-to-day impressions, consumer engagement and partnering with key stakeholders to ensure successful development of ancillary revenue opportunities and cross property visitation. All duties are to be performed in accordance with department and MGM Resorts International policies and procedures and legal requirements. At all times, must ensure the goals and interest of the department, division and all MGM Resorts International properties (individually and collectively) are upheld and preserved.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Manages department on customized sports event activation/partnership elements.
- Executes against Key Performance Indicators for Sports Activations Team, which may include but are not limited to: brand impressions, consumer engagement, maximizing ROI, etc.
- Manages activation process and platform for consistently excellent execution across the organization.
- Leverages partners and relationships to develop ancillary revenue opportunities and cross property visitation pre and post activations.
- Works with team to amplify corporate and venue branding elements which includes: activating around sporting events that the company secures and capitalizing around local/regional/global high-profile lifestyle sporting events throughout the city.
- Manages and modifies reporting strategies to track and achieve KPIs; able to interpret complex reports and assist in modifying variables to achieve accuracy; develop and define departmental strategies by working closely with analytics teams.
- Provides account management, project management and outside agency teams for creation, planning and coordination of event activation and corporate initiatives to ensure accurate execution of engaging partner and event extensions, including communications across all supporting resort departments.
- Manages the direction and execution of high value programs. Achieves activation goals and measure against metrics to defined success. Constantly evaluate and improve activations.
- Manages cross functional teams to achieve departmental goals, which may include advertising, entertainment marketing, media planners/buyers, legal, risk management, public relations, casino marketing, corporate marketing, front line operations, strategic sourcing, information technology, national and international market development, and resort teams.
- Manages comprehensive strategies for cooperative budget fund activation process, including budgeting, calendar planning, communication, agency execution, evaluation, optimization, etc.
- Manages and oversees sponsor activations and extensions that are sold through a sporting event.
- Collaborates with sponsorship sales teams throughout contracting process.
- Serves as the day point of contact for account management, project management and outside agencies.
- Responsible for being onsite point of contact which includes traveling events for entirety of week and being present from load-in to load-out.
- Manages individual event wrap-ups and other post event elements.
- Perform other job-related duties as assigned.

REQUIRED:

- Bachelor's Degree in Marketing, Advertising, Hotel Management, Business Administration or relevant field, or equivalent experience
- One (1) years in sales, marketing, events, advertising, media or other relevant area

PREFERRED:

- Sports related and /or event activations experience.