

# Career Opportunities: Manager, Brand Marketing (4241)

Requisition ID 4241 - Posted 03/17/2021

[Job Description Print Preview](#)

[Apply](#) [Save Job](#)

The Brand Marketing Manager is responsible for creating and executing comprehensive marketing plans to build brand awareness, increase fan engagement, and drive ticket sales. This position has a special focus on Latinx marketing (bilingual in English/Spanish required), advertising, retail marketing and product licensing, influencer marketing, and cultural initiatives. This position supports both the 49ers and non-NFL events, as needed. The ideal candidate is able to handle multiple projects at one time while ensuring overall objectives are being met.

## Responsibilities and Duties:

- Develops fully integrated brand marketing plans and meets with key stakeholders to complete tactics timely and efficiently.
- Owns Latinx marketing strategy and tactical execution domestically and internationally, identifies and builds Latinx relationships, drives brand campaign and collateral translation.
- Manages advertising for 49ers and non-NFL events including building advertising plans, placing media buys, negotiating trade, managing creative production and trafficking of all creative deliverables, and completing performance reports.
- Manages retail marketing and consumer product licensing with internal teams and 3rd party vendors.
- Reviews and approves the usage of brand marks to ensure adherence to brand guidelines.
- Works cross-departmentally to align with departments on cultural initiative recognition and develops strategic plans to amplify.
- Manages gameday marketing plans and deliverables for NFL themes/activations (Salute to Service, Crucial Catch, etc.)
- Manages influencer marketing programming, including the management of existing influencer relationships and identification of new influencers with a special focus on next gen and Latinx audiences.
- Works with other Bay Area teams to identify integration opportunities to amplify objectives.
- Other duties as assigned.

## Required Abilities and Skills:

- Ability to use logic and reasoning to evaluate information to determine how it should be best interpreted.
- Demonstrates ability to effectively build a network of contacts at all levels within the industry and in the community, both internally and externally.
- Ability to initiate, design, plan, execute, monitor and evaluate outcomes of a project or initiative.
- Understands the most effective and efficient way to accomplish tasks within the parameters of organizational hierarchy, processes, systems, timelines, and budget.
- Organizational skills with the ability to manage time effectively, while balancing and prioritizing multiple or competing tasks.
- Communicates orally and in writing in a clear, concise, and impartial manner.
- Encourages open communication and builds consensus. Uses tact and discretion in dealing with sensitive information, and keeps stakeholders informed of decisions and directives as appropriate.

- Fosters a collaborative approach across the department and organization.
- Eye for design and ability to assess creativity and provide clear direction.

**Education and Experience:**

- Bachelor's degree in Marketing or Communication and 5+ years of relevant marketing experience (in sports preferred); or an equivalent combination of education and experience.
- Experience with Microsoft Suite including Excel, Outlook, PowerPoint & Word.
- Experience with media buying required.
- Bilingual in English and Spanish required.
- Influencer marketing experience a plus.

**Physical Demands and Work Environment:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The employee will be sitting in a typical office environment the majority of the time and may be exposed to outdoor weather conditions.

The employee is frequently required to sit, use hands or fingers, handle or feel objects, tools, or controls and reach with hands and arms. The employee is regularly required to talk or hear. The employee is occasionally required to stand, walk and lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, and the ability to adjust focus.

**Travel:**

5% of travel time expected for the position both intra and interstate occasionally requiring overnight stay.

The San Francisco 49ers is an equal opportunity employer. We encourage all qualified candidates to apply regardless of race, ethnicity, nationality, religion, sex, gender identity, sexual orientation or able-status. [Click here](#) to view notice of data collection.