

North Texas Bulls is building out a new marketing team to attract and activate corporate sponsorships. As the Bulls organization grows you will help to develop and build a team of marketing personnel to gain and support the team's initiatives.

In this role you will strategically and creatively develop custom brand activations for our sponsorship clients. Multi-tasking across simultaneous projects and deadlines, collaborating with teams across the organization for both pre- and post-sales support of our Sponsorship and Brand Experiences. The ideal candidate will think outside of the box, thrives in a fast-paced environment, is a self-starter, and can work cross functionally.

#### **RESPONSIBILITIES:**

- Collaborate on and lead efforts for our Sponsorship Marketing Team.
- Collaborate on and leads sponsorship marketing efforts.
- Plan, measure, and evaluate marketing campaigns.
- Anticipate program needs for prospect and client discussions based on internal feedback, insights and industry trends.
- Manage pricing, promotional tactics to achieve business objectives and optimize profitability.
- Accountable for the execution of marketing initiatives, including client-specific materials across channels (i.e. print, email, social media, etc.).
- Partner with creative team to prepare customized materials for sales and program support.
- Establish metrics for measuring success of campaigns and communications.
- Manage and lead the Sponsorship Marketing Team.
- Develop team through regular 1:1's and on-the-job shadowing/training to sharpen their skills and improve team's efficiency.
- Participate in training and personal development programs.
- Ad hoc duties as required.

#### **Required Skills**

- Degree aspiration in sports marketing or related field.
- Minimum of 4 years of experience in marketing or related field.
- Experience managing, leading, or mentoring small teams is preferred.
- Experience working with a CRM, preferably.
- Collaborates participates and coordinates promotional activities or trade shows.
- Experience managing cross-functional relationships.
- Excellent attention to detail and highly organized with the ability to work on multiple projects simultaneously.
- Strong writing and presentation skills.