

MARKETING & PARTNERSHIPS MANAGER
RTSW SFM, LLC-ROCKY TOP SPORTS WORLD

LOCATION: Gatlinburg, Tennessee

REPORTS TO: GENERAL MANAGER

STATUS: FULL-TIME (EXEMPT)

RTSW SFM LLC ("RTSW") is accepting applications for the position of Marketing & Partnerships Manager at Rocky Top Sports World located in Gatlinburg, TN. RTSW SFM LLC ("RTSW") manages Rocky Top Sports World located in Gatlinburg, Tennessee, at the foothills of the Great Smoky Mountains. The world-class sports complex includes an 86,000- sq. ft. indoor facility holding six (6) basketball or 12 volleyball courts. The indoor facility hosts basketball, volleyball, wrestling, gymnastics, and other indoor competitions. The facility also features seven (7) state-of-the-art outdoor fields for soccer, football, lacrosse, and other outdoor competitions.

POSITION SUMMARY

The role of the Marketing and Community Relations Manager ("Manager") is to promote the facility events and activities and engage support for the facility by engaging community and corporate partners. The execution of responsibilities will be accomplished by working closely with facility staff, tournament providers, and promoting the facility's primary revenue streams through effective marketing and advertising efforts. The position will have primary responsibility for securing facility sponsorships and promoting tournaments and sports tourism events. The Manager will oversee the implementation of marketing campaign plans including digital, print, community relationship building, and more. The Manager will be evaluated based on facility KPIs, sponsorship sales and fulfillment, and number of visitors or event attendees generated at facility organized events.

PRIMARY RESPONSIBILITIES WILL INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Planning and managing the marketing and community relations budget(s) including prioritizing the highest and best return-on-investment channels
- Crafting the marketing advertising plan in partnership with other SFM team members
- Executing the marketing plan and strategic initiatives
- Managing and updating facility website(s)
- Content development for digital or print advertising
- Press release writing and media relations activities
- Managing social media business accounts including regular posting and management of content calendar
- Participating and assisting the planning and implementation of events, tournaments, and rentals
- Responsible for sponsorship creation, sales and fulfillment
- Managing facility presence with industry publications
- Preparing and presenting regular reporting on facility marketing strategy and results
- Assistance with facility events housing program
- Responsible for facility wayfinding, rules and sponsorship signage
- Other duties as assigned

THE IDEAL CANDIDATE HAS:

- Proven success in generating awareness through consumer marketing and branding
- Experience in youth and amateur sports as a consumer, marketing professional, or other relevant experience
- Experience in using a CRM to manage and nurture potential or current customers
- Experience in sponsorship sales and activation
- Proven experience in the successful destination-specific advertising/marketing campaigns
- Experience working with convention & visitors bureaus
- Experience and success in promoting, booking, and delivering special events
- Action-oriented personality with a 'get it done' attitude and proficiency for efficiency

MINIMUM QUALIFICATIONS:

- Bachelor's degree in business administration, marketing, or advertising; or a minimum of 5+ years' experience in a similar position
- Management of a marketing and/or business development budget
- Must be able to work a flexible work schedule (e.g., nights, weekends, holidays and long hours)
- Experience in measuring and reporting marketing/advertising campaign analytics to ultimately measure ROI, efficiency, and effectiveness of campaign activity
- Prior experience in marketing research to gain consumer insights (locally, regionally, and nationally) to identify key selling points for attracting corporate/organization relationships including sponsorship and financial partnerships, or business development activities
- Management of corporate website(s) in the WordPress platform
- Ability to develop content and write with company voice in mind
- Experience in writing press releases and managing media relationships
- Experience in managing business accounts on a variety of social media platforms including, but not limited to, Facebook, Instagram, and Twitter
- Technologically savvy with skills in using multiple platforms or software for a variety of tasks such as cloud file management or project management
- Advanced knowledge in using Microsoft Outlook, Word, Excel, and PowerPoint
- Entry level or beginner knowledge in Adobe Creative Suite, specifically in InDesign and Illustrator
- Skilled at identifying and creating opportunities or promotions to deliver revenue goals
- Must have excellent interpersonal, problem solving and negotiating skills
- Must be a team player and deadline-driven
- Must have excellent verbal and written communication skills

WORKING CONDITIONS AND PHYSICAL DEMANDS

- Must be able to lift 30 pounds' waist high
- May be required to sit or stand for extended periods of time whether indoors or outdoors, and squat, stoop or bend
- Will be required to operate a computer
- Facility has intermittent noise

To apply, please visit <https://sportadvisory.com/employment-opportunities/>