

Marketing Manager

The Sports Facilities Advisory, Gatlinburg, TN – East TN Area

Job Description

The Sports Facilities Advisory (SFA) (www.sportadvisory.com) is the leading resource for those seeking to plan, manage, and optimize sports, recreation, event, and entertainment centers. SFA has been engaged to manage the day-to-day operations of a world-class, tournament-focused sports complex in Gatlinburg, TN. This national tournament center – a one-of-a-kind event, sport, and entertainment venue encompassing over 80,000 square feet of unique sports, event, recreation, and entertainment space – is located in the heart of Eastern Tennessee and the gateway to the Smoky Mountains in Gatlinburg, TN, a marketplace which already attracts over 12 million visitors a year. The community contains world-class shopping, dining, lodging, recreation, attractions, and tourism activities. The new sports center will include world-class event, meeting, and conference spaces with a full-service kitchen, 6 basketball courts, 12 volleyball courts, rock climbing wall, 7 synthetic turf football/soccer fields, an outdoor patio, and much more.

SFA is currently interviewing candidates for the Marketing Manager position for the venue. The Marketing Manager will report to the General Manager of the complex. This exciting position is a full-time role with extraordinary future career opportunities.

It is the Marketing Manager's (MM) duty to promote the destination as a premier sports tourism location and book large tournaments and sports tourism events. The execution of this task will be accomplished by working closely with the local CVB, partnering with local event/tournament providers, and promoting the in-house events/tournaments. The MM will oversee the implementation of the marketing action plan including online, print, tradeshow/conferences, familiarity visits, regional event relationship building, and more. The MM will be evaluated based on the events booked, the number of visitors generated, customer retention, new business development, new program expansion, and sales pace.

This position is a true career opportunity in that it creates additional future opportunities to work within the SFA team.

Interested candidates should submit a cover letter and résumé detailing their relevant experience to admin@sportadvisory.com.

Desired Skills & Experience

Pre-requisites for consideration are:

- Proven destination marketing experience
- Proven success in generating awareness through consumer marketing and branding
- Relevant experience in youth and amateur sports as a consumer, marketing professional, or other relevant experiences
- Proven experience in the successful launch of destination-specific advertising/marketing campaigns
- Experience working with convention & visitors bureau, regional sports commissions, and/or regional event management booking in a regional sports and/or convention center
- Management of a marketing and business development budget including decisions on prioritization of highest and best return-on-investment for each marketing dollar. Proven analytics to measure the ROI, efficiency, and effectiveness for all marketing programs
- Prior experience in market research to gain consumer insights and key selling points for attracting and managing corporate relationships including sponsorship and financial partnerships

- Management of company websites, content development, press release activity, and social media platforms
- Proven experience and success in promoting, booking, and delivering special events
- Preference will be given to organizing, booking, and operating sports tourism and events including but not limited to basketball tournaments, volleyball tournaments, cheerleading events, wrestling meets, and similar activities. However, this experience is not a requirement.
- Bachelor's degree in business development, marketing, or business administration or minimum of 5-7 years experience in a similar or comparable position. Excellent written and oral communication skills. Excellent computer skills including Word, Excel, Power Point, and creative publishing tools relevant to application.
- Skilled at identifying and creating opportunities to deliver revenue goals

Company Description

SFA is the industry's leading sports facility business and management firm. Our dedicated team of professionals includes sports complex design specialists, real estate development experts, sports business consultants, and recreation center professionals who have achieved tremendous success in opening and managing sport and recreation centers around the world. Our clients include private individuals, universities and educational institutions, parks and recreation departments, architect and engineering firms, and publically funded recreation centers. Our services range from strategic planning and feasibility studies, design and construction plan reviews, to sports facility management and turnaround marketing programs.

Additional Information

- **Posted:** Full-time
- **Type:** XXXXXXXXXX
- **Experience:** Management
- **Functions:** Management
- **Industries:** Entertainment, Sports, Tourism