



Job title	Sport Marketing Manager
Location	Bangkok, Thailand

Company Description

Media advertisement.

Duties

The Sports Marketing Manager will be responsible for developing and executing marketing strategies and activities in around the entire Plan B sports sponsorship and sports products portfolio.

This position will support the creation and execution of the Sports Marketing strategy and roll-out of all marketing activities surrounding these partnerships and products.

Primary focus will be on both traditional and digital content creation and deployment.

In addition, the Sports Marketing Manager will work with the Football Association and Plan B management team to ensure execution of all marketing goals and objectives as set by upper management.

Responsibilities

- Ensure execution of marketing strategy.
- Create content for team to utilize in their sales strategy.
- Support interaction with team and consumers to create excitement about the brand and use consumer's feedback to ensure sports marketing platform meets market needs
- Understand consumers through both primary and secondary research as well as personal interaction at key events and meetings.
- Provide out of the box, fresh thinking for traditional and digital content creation and marketing campaigns
- Support the creation and maintenance of sports website and social network properties
- Interface with cross-functional teams to distribute sports marketing material and content
- Support the overall evolution of Plan B's sports brand
- Support sports product launch campaigns

- Interact with senior management and professionals at all levels throughout the organization.

Requirements

- Passionate for Football
- Strong consumers and results orientation
- Ability to interact effectively at all levels with sensitivity to cultural diversity
- Excellent communication and problem solving skills
- Strong personal presence
- Ability to instill accountability in direct reports and other department personnel
- Understanding of global Football industry and issues and Marketing process
- Understanding of global sports landscape and function
- Strong Football knowledge pertaining to industry, athletes, teams and community
- Strong Presentation skills needed. Able to create presentation and deliver presentation to large groups.
- Ability to lead large Cross functional team
- Strong Project management skills
- Strong understanding of marketing within social media

Experience:

- 7 years of sports marketing experience
- Strong global new product marketing experience

Education:

- Bachelor's Degree

PREFERRED QUALIFICATIONS:

- Ability to demonstrate political savvy through the development of alliances/strong working relationships with various departments
- Demonstrated success as an influencer in a Multi-Level Marketing Organization
- Understanding and experience working in the direct sales industry

Approved by:	JB Hired (on behalf of CEO)
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