


<b>JOB DESCRIPTION</b>	<b>JOB TITLE: Marketing Manager</b>	
	<b>Job Location: Utah Olympic Oval</b> <b>Reports to: Marketing Director</b> <b>Function Area: Marketing, Events</b>	<b>Position Code: 507</b> <b>Pay Grade: 7</b> <b>Type: Full Time Exempt</b>

**Job Title: Marketing Manager**

***Purpose***

The primary responsibilities of the Marketing Manager will be to work closely with the Marketing Director, the VP of Marketing & Sales, Oval General Manager, Park Marketing Manager, and department managers to increase awareness, utilization and associated revenues of the Utah Olympic Oval and its programs, Sport Events, Private Events, and overall Utah Olympic Legacy Foundation venue initiatives.

This individual will have the following areas of focus: 1) Manage branding, social media and digital content, PR/communications; 2) Effectively manage and participate in community, sport and special events in promotion of foundation; and 3) Contribute to the successful execution of marketing plan for the interests of the Utah Olympic Legacy Foundation and the Utah Olympic Oval.

***Responsibilities***

Oval Marketing Plan Execution

- Work with Marketing Director to achieve Oval-specific marketing goals
- Manage and implement marketing department objectives and tactics, policies and procedures
- Manage annual departmental budget
- Manage Oval promotions and product development
- Recommend new marketing and advertising opportunities for the Oval
- Assist in oversight of all advertising and promotional materials
- Represent Oval departments through marketing perspective including project-level execution
- Track and analyze results of advertising, collateral, promotions, and earned media to evaluate success of strategies and tactics
- Oversee condition and quantities of all advertising collateral and replace when necessary
- Oversee, evaluate, and conduct marketing research
- [Manage ad agency partnership](#)


Social Media & Digital Content

- Manage and maintain content calendar
- Support Foundation social media marketing tactics
- Identify and recommend new online initiative, promotions and other network opportunities
- Participate in website oversight and management
- Support CRM and email marketing efforts including email communications created by departments
- Actively manage and grow customer/marketing prospect lists to support programming and public activities
- Work with department managers to collect news, updates and other content-driven opportunities
- Contribute relevant and timely blog posts as well as support third-party blogger content
- Capture lifestyle and candid photography and video for social media content purposes
- Support marketing-organized photography and videography projects to increase creative assets library
- Track and analyze social media results

Public Relations

- On-site public relations contact for all media inquiries
- Assist with preparation and distribution all Oval press releases
- Effectively manage and support media requests
- Support the management of Oval digital media kit materials

- Manage media, press and broadcast interface for special events

<b>JOB DESCRIPTION</b>	<b>JOB TITLE: Marketing Manager</b>	
	<b>Job Location:</b> Utah Olympic Oval <b>Reports to:</b> Marketing Director <b>Function Area:</b> Marketing, Events	<b>Position Code:</b> 507 <b>Pay Grade:</b> 7 <b>Type:</b> Full Time Exempt

## Job Title: Marketing Manager

### Oval Sport & Public Special Events

- Lead **promotional and marketing** execution of sporting and public special events, work with internal departments to achieve success, including up to five large scale community events annually
- Plan, execute, and oversee **marketing** budget implications of community events
- Act as on-site spokesperson for all national and international events conducted at the Oval
- Serve on the local organizing committee for international and national sporting events
- Manage event-level marketing plan (ceremonies, event set-up, advertising, print collateral, and sport production) for international, national and public special events
- Work with guest services to track and increase event participant and/or spectator levels
- Track and analyze event performance and provide planning recommendations

### Oval/Foundation Sponsorship Activation + Account Management

- Support Oval sponsorship activation needs as directed by Marketing Director + VP of Marketing & Sales
- Manage and fulfill sponsorship contracts and build relationships with current and prospective sponsors
- Create and maintain sponsor fulfillment logs and provide sponsor recaps for events and annual fulfillment
- Actively pursue sponsorship opportunities for the Oval
- Create and participate in sponsorship presentations
- Oversee condition of all sponsorship collateral and replace when necessary

### Community Liaison

- Integrate facility and its programs into the community
- Attend local chamber and community meetings
- Perform community speaking engagements as needed to promote the Oval
- Oversee facility “look n’ feel”
- Assist in internal teams and in administering skating when necessary to promote events, athletes, etc.

### Utah Sport for Life Initiatives

- Actively assist Marketing Director with the development and implementation of Utah Sport for Life Initiative
- Manage existing programs to increase new users and retain existing users in UOO programs
- Assist department managers/coaches, clubs and associations, with marketing efforts to help expand their program base and utilization


### General Administrative Responsibilities

- Adhere to all UOO safety policies and procedures
- Follow established purchasing and accounting procedures
- Attend and participate in regular staff and marketing meetings

*Other duties as assigned.*

### **Required Knowledge and Essential Skills**

- Bachelor’s degree in Marketing, Communications, Business or other closely related field – or a combination of education and relevant experience totaling seven years
- Three to five years directly related work experience
- Fluent in MS Adobe Creative Suite, MS Office, Wordpress, Salesforce or similar, and other related software programs

<b>JOB DESCRIPTION</b>	<b>JOB TITLE: Marketing Manager</b>		
	<b>Job Location:</b> Utah Olympic Oval <b>Reports to:</b> Marketing Director <b>Function Area:</b> Marketing, Events		<b>Position Code:</b> 507 <b>Pay Grade:</b> 7 <b>Type:</b> Full Time Exempt

**Job Title: Marketing Manager**

***Required Knowledge and Essential Skills (cont)***

- General business management and accounting knowledge including budgeting
- Excellent communication, interpersonal, and leadership abilities
- Ability to meet deadlines and function well under stress
- Ability to function well with supervisors, subordinates, coworkers, and the general public
- Strong organizational skills with an attention to detail and plus analytic and communication skills
- Proven ability in establishing ongoing relationships with other business professionals
- Strong self-motivational skills with a passion for sport and recreation

***Minimum Qualifications***

- Flexible work schedule – must be available to work days, evenings, weekends and holidays

***Environmental Job Requirements***

- Ability to work outdoors in all temperature/weather extremes

***Physical Requirements***

- Ability to lift 20 pounds
- Must be able to stand on feet for extended time
- Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus
- Hearing – to converse with others in a normal conversation
- Balancing, bending, climbing, kneeling, walking, pushing, reaching above shoulders, and sitting

***Required In-House Training***

- UOLF Orientation
- Sexual Harassment
- Drug & Alcohol
- Hazardous Communications Program

***This job description is not an employment agreement or contract. Management has the exclusive right to alter the scope of work within the framework of the job description at any time without prior notice.***