

Position Title: Marketing Manager

Organization Name: U90C SPORTS (www.u90c.com)

No of Openings: 1

Work Schedule: Standard Office Hours + Some Event Participation

Wage: Salary commensurate with experience level

Position Start Date: Immediate

Position End Date: TBD

Supervisor: Executive Team

Position Description: Under the supervision of the Executive Team, the Marketing Manager is responsible for supporting the execution of marketing and communications strategies and elevating the public profile and influence of U90C Sports with key stakeholders, partners, and audiences. Efforts include implementation of brand strategy; strategic communications plans; messaging development and management, inclusive of multiple social media platforms and content creation; media relations and strategy; marketing program development and execution; national partner communications support; onsite event activation.

Duties and Responsibilities

- Execute marketing strategies to increase awareness of U90C Sports programs, increase participation in events and ensure proper branding related to all U90C activities.
- Support U90C Sports in all aspects of marketing and communications planning including developing key messages and talking points; identifying key target audiences and channels (traditional and social media, blog, marketing, etc.), and managing implementation of plans.
- Build strong working relationships internally and externally to promote an integrated marketing and communications strategy for all U90C Sports products and brands.
- Oversee social media channels and content creation.
- Support Sponsorship Manager with partner account management.
- Oversee onsite event activations for vendors and sponsors.
- Manage digital and physical sponsorship asset fulfillment for U90C Sports sponsors/partners.

- Qualifications:**
- Bachelor's degree in Communications, Marketing, Business or a related field.
 - 1-3 years' experience in a corporate or marketing communications role within the communications industry. PR agency and event management experience a plus.
 - Experience with communications, public relations, brand development, content creation, web and social media, project management, vendor/agency management and onsite activations.
 - Outstanding written communication skills including experience preparing promotional pieces.
 - Outstanding verbal communication skills.
 - Proficient in Microsoft Word, Excel, PowerPoint, Google Analytics, social media platforms, email client platforms, Salesforce (or equivalent CRM experience) is a plus.
 - Passionate about the mission of U90C Sports and a personal interest in sports-based youth development.
 - Demonstrated ability and willingness to be a team-player in a fast-paced work environment.

Application Instructions: Please send resume, cover letter and compensation requirements to:
employment@U90C.com