



Position: Digital Media and Marketing Coordinator
Reports To: Vice-President, Marketing & Communications
Status: Full-Time, Exempt

Responsibilities:

Digital Media

- Plan and execute all social media, web, email, and display advertising campaigns
- Analyze campaign metrics, prepare performance reports, and provide recommendations
- Design, build, and maintain our social media presence throughout the year
- Manage the technical setup and maintenance of live video of press conferences

Marketing

- Oversee, implement, forecast, and recap marketing and communication campaigns
- Manage relationships with advertising agency as well as internal creatives to ensure brand guidelines and deadlines for deliverables are being met
- Develop and maintain professional, collaborative relationships with internal staff and external stakeholders to achieve strategic marketing goals and objectives
- Continuously look for innovative marketing opportunities to support the Bowl and current partners as well as help secure new sponsors

Sponsorship Fulfillment

- Create, manage, and track inventory in Bowl's CRM platform (Sponsor CX) to ensure sponsor deliverables are effectively executed
- Assist in providing current and potential partners with opportunities to bolster their brand and garner maximum exposure while aligning with organization assets and inventory
- Serve as the liaison between corporate partners, game production vendors, Bowl creatives, and Alamodome to fulfill in-venue sponsorship elements
- Help develop sales pitch materials as well as sponsorship fulfillment recaps for Bowl partners

General Office Duties

- General office duties including but not limited to managing contact lists, answering general phone calls and emails, running errands.
- Assist and collaborate with other staff members as assigned and/or needed

Competencies

- Self-motivated, team player with a proven ability to meet and exceed individual and team goals
- Effective in engaging internal and external constituents to enhance the mission of the Valero Alamo Bowl
- High level of initiative, specifically in the areas of process improvement and reaching goals

- Superior organizational capabilities allowing for multiple projects to be managed, prioritized, and brought to completion simultaneously
- Excellent customer service and communication skills
- Strong ability to create and maintain solid working relationships
- Attention to detail and adaptability to a changing environment
- Solutions oriented, with a problem solving mentality
- Willingness to learn and strong desire to succeed

Qualifications

- Bachelor's degree plus one (1) year of relevant work experience
- Proficiency in MS Outlook, Word, Excel, and PowerPoint
- Working knowledge of Adobe Photoshop, InDesign, and photo/video editing is a plus
- Experience with CRM tools as well as TM Engagement or similar email marketing platform is a plus
- Must be available to work evenings, weekends, and holidays as required by the position
- Must be able to lift 25 pounds as well as have a valid driver's license and dependable transportation

Physical Demands

- Employee will be required to frequently stand for long periods of time, walk long distances and/or climb up and down stairs. This position may also be required to sit for extended periods as well as have the ability to speak and hear
- Employee may be required to stoop, kneel, crouch to lift/move/carry items weighing up to 25 pounds

Salary & Benefits

- Base Salary Range: \$35,000 - \$40,000
- 403b Plan: Self-funded but employee eligible to participate at time of hire.
- Discretionary Bonus Plan: Performance bonus target is 10% of base salary. Employee eligible at time of hire pending successful completion of 1st year.
- Discretionary Profit-Sharing Plan: Profit sharing target is 8% of base salary. Employee eligible after 6 months of service the first of the following month.
- Health insurance: Employer subsidized plans that start at 100% coverage for employee, inclusive of vision and dental insurance. Coverage begins sixty (60) days after the first full month of employment.

Resumes are encouraged in advance of April 15, 2024 when the review of candidates will begin. Resumes received after this initial deadline will be accepted and reviewed on a weekly cycle as necessary until the position is filled.

Qualified candidates should forward a cover letter, resume and three work related references in a single pdf document to Julie Baker, Vice President, Operations bakerj@alamobowl.com

About the Valero Alamo Bowl

The Valero Alamo Bowl was created in 1993 to bring enjoyment to San Antonians, South Texans, and visitors alike while creating positive economic impact, experiences, and national attention for our community and participating universities.

The organization has produced 31 bowl games and served as the local host for 11 neutral site games. The 31 Valero Alamo Bowl games have combined to deliver \$1.1 billion in total economic impact to San Antonio, 165 million viewers on ESPN, 1.8 million attendees to the Alamodome, and \$163 million to higher education through team payouts (\$152.5 million) and local scholarships (\$10.7 million).