



Spokane Shock Director of Marketing & Communications

Team Overview

The Spokane Shock are a new indoor football team playing in the Indoor Football League (IFL). This is a start-up minor league sports opportunity. We are seeking energetic, passionate and determined team members who want to join a customer-centric and collaborative sports team culture. Team members should be ready to roll up their sleeves and participate in many aspects of the business.

Position Summary

The Shock are seeking a Director of Marketing & Communications who will develop, coordinate, and direct all marketing, communications and community engagement activities for team. The goal is to create passionate fans, a strong brand, and a positive image in the Spokane community for the Shock.

Director will create and lead the marketing strategy for team which will include running campaigns, build brand and audience engagement. The position is responsible for planning, organizing, and managing all marketing functions to achieve company objectives while ensuring a consistent brand. Director will oversee all media relations, social media channels and in-game entertainment production.

This position requires someone who is highly organized, creative, ethical and motivated to contribute to the overall success of the Shock. They will be a key member of the executive team.

Duties and Responsibilities

Management

Supervises Marketing, Communications, Mascot & Cheer staff members including the hiring, coaching, performance management, growth and development of direct reports
Member of executive team and integral part of organizational decisions

Marketing

Leads effort to re-introduce Shock brand to the Spokane community
Researches, analyzes, writes and implements strategic marketing plan
Measures effectiveness of marketing programs and suggest improvements
Manages media buying plan and advertising placement strategy with third-party marketing or advertising agencies
Collaborates with the executive team to establish product(s), pricing, branding, positioning, and packaging
Oversees all branded collateral including but not limited to ads, signage, promotional items, digital assets, team equipment and consults on merchandise design

Manages all social media channels and online engagement. Drives strategy behind the tone, voice and growth of these platforms. Supports team in its implementation Oversees marketing and advertising campaigns for ticket sales and corporate partner fulfillment Manages in-game entertainment relationship which includes programming, script writing and execution for each home game Manages community engagement or fan events including but not limited to viewing parties, youth events, school events, volunteer activities and partner sponsored events

Communications

**Plans and strategizes communications plans, policies, and procedures and coordinates accordingly with team and contractors
Serves as external relationship builder and spokesperson with fans, media, partners and other stakeholders
Manages all media relations including press releases, interviews, appearances and public speaking engagements
Serves as contact for IFL for all high-level broadcast decisions and leads the content strategy for the broadcast and video content.**

Qualifications & Experience

**BA/BS in Marketing, Public Relations, Communications, Management
At least 2 years of experience working in professional sports or collegiate athletics marketing or communications
At least 1 year of business communications experience using social media channels including Facebook, Instagram, and Twitter
Experience working with advertising agencies, third-party consultants or media
Outstanding writing skills required; includes experience writing press releases and similar media communications, and ability to create proposals and presentations
Strong problem-solving skills required. Demonstrable leadership abilities in changing, ambiguous and challenging situations
Proficient in all Microsoft Office products including Word, Excel, PowerPoint, and Outlook; WordPress and Adobe experience a bonus**

Compensation

Competitive salary in the sports industry, DOE

Application Process

The Spokane Shock is an Equal Opportunity employer. No employee of the company will discriminate against an applicant for employment or a fellow employee because of race, creed, color, religion, sex, national origin, ancestry, age, sexual orientation or any physical or mental disability. No employee of the company will discriminate against any applicant because of the person's veteran status.

Qualified candidates should submit their cover letter and resume to sam@sps shock.com. The position is open until filled.