

Seeking A Sports Marketing Executive

Our client is looking for a results-driven Sports Marketing Executive (SME) to promote sports events, players and teams through building relationships with popular brands. The Sports Marketing Executive also ensures that adequate advertising is present at sporting events such as banners and sponsor logos on kits, pitch panels and posters.

The Sports Marketing Executive must have excellent knowledge of the sports industry, sports policies and especially sports programmes based in Nigerian Institutions of Higher Learning. He/She must demonstrate familiarity with brands that are interested in building relationships with teams or players. He/She will be required to perform thorough research into marketing trends.

Responsibilities:

- Advertise upcoming sporting events.
- Secure sponsors for sports teams and specific events.
- Ensure that sponsors' logos are printed on kits, pitch panels, banners, and posters at the event.
- Establish athletes as brand ambassadors for popular, relevant brands.
- Research marketing trends and innovations.
- Use analytics to gauge the success of campaigns.
- Build and maintain positive relationships with brand representatives.

Knowledge, Skills and Abilities:

- Demonstrated oral, written, and analytical skills, exhibiting knowledge in some of the areas of specialization.
- Work with limited supervision
- Strong Data Aggregation and Reporting Skills
- Creativity and reactivity.
- Intermediate user level of Microsoft Word, Excel and PowerPoint or related Applications.
- A degree in Sports Management, Marketing, Communications or a related field.
- Prior experience in marketing or sports management.
- Excellent interpersonal and communication skills.
- Thorough knowledge of the sporting industry.
- Ability to use analytics software effectively.

Working Conditions:

The successful applicant will be engaged on an initial one-year contract and renewable thereafter on satisfactory performance.

Work may extend to late hours, including weekends.

Applicant must be able and willing to travel at short notice.

Location: The job position is based in Abuja, Nigeria.

Compensation: Negotiable and based on Experience and Competencies.

Please send your resume using the format listed below to srf.org.2020@gmail.com

- Personal Profile
- Strengths and Skills Summary
- Education
- Scholarships and Awards
- Work Experience
- Specialised Training
- Academic Achievements
- Research Teams/Grants (If Any)
- Information Technology Competencies
- Entrepreneurship and Non-Governmental Activity Experience
- Membership of Professional Societies and Organisations
- Interests
- Soft Skills
- Relevant Honours and Awards
- Country/States of Nigeria Visited
- Languages Spoken, Written and Proficiency (level i.e. Fluent, average or passive).
- References: Three (include email/phone numbers)

Timeline is Two Weeks from date of Publication.