

Marketing and Communications Manager
Pulaski County

Department: Sports & Entertainment

Supervision Exercised: None

Supervision Received: Works under the general supervision and receives administrative oversight from the Sports Tourism and Entertainment Director. Employee will undergo a six-month orientation period and will be evaluated at the end of the six-month term. Employee will be evaluated annually thereafter.

Classification (FLSA): Non-Exempt, Full-Time

Age Requirement: Individual must be at least 18 years of age

REQUIRED TESTING/SCREENING, LICENSES, AND CERTIFICATIONS: Drug & Alcohol Testing, Background Screening, Current Driver's License & Driving Record.

Alternate Essential OR Essential Employee: No

Residency Requirements: Not required

Work Hours: This position requires a flexible schedule including occasional mornings, evenings, weekends, and holidays based upon facility operations, tournaments, programs, and special events. Some attendance during evenings and weekends is expected to support facility operations and community events.

Benefits Eligible: Yes

Leave Time Eligible: Yes

ESSENTIAL FUNCTIONS

The Marketing Manager is responsible for developing, executing, implementing, managing, and evaluating comprehensive marketing and communications strategies that promote Pulaski County Sports Tourism & Entertainment, including its venues, events, programs, partnerships, and community initiatives. This position will oversee the department's integrated marketing efforts, including brand management, digital marketing, creative design, content production, social media management, email marketing, website communications, advertising, public relations and promotional campaigns designed to increase awareness, drive attendance, attract visitors, support event recruitment efforts, and enhance the overall visibility of the county's sports and entertainment initiatives.

The ideal candidate is a creative, strategic, and hands-on marketing professional who can develop compelling content, manage multiple marketing channels, create engaging visual assets, and translate organizational goals into measurable marketing initiatives.

SPORTS & ENTERTAINMENT – MARKETING AND COMMUNICATIONS MANAGER

The Marketing Manager will play a key role in promoting Pulaski County as a destination for sports, entertainment, and community experiences. This position requires exceptional organizational skills, professionalism, attention to detail, and the ability to successfully manage multiple priorities in a fast-paced recreational environment. Essential functions also include collaborating with staff, partners, sponsors, vendors, and media representatives; supporting event promotion and sponsorship activation; and serving as a key ambassador for STEA. Physical presence on the job is required as essential functions and responsibilities are not suited to remote work.

JOB REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills and/or ability required.

RESPONSIBILITIES:

Marketing Strategy & Brand Management

- Develop and implement annual marketing plans and strategies aligned with the department's goals, including sports tourism growth, venue promotion, event attendance, community engagement, and economic impact
- Manage and strengthen the sports and entertainment brand identity across all platforms and marketing materials
- Develop marketing campaigns to promote the county's sports and entertainment venues, including the Pulaski County Sportsplex, Pulaski County Motorsports Park, Calfee Park, Randolph Park, and future events and initiatives
- Monitor marketing performance, analyze results, and make recommendations to improve effectiveness
- Assist with sponsorship activation and promotional opportunities to maximize partner visibility and engagement

Creative Design & Content Development

- Create high-quality marketing materials including digital graphics, flyers, advertisements, presentations, signage, newsletters, event promotions, and sponsor collateral
- Develop new and maintain existing brand standards, templates, and creative assets
- Produce compelling written content including press releases, website updates, blog articles, promotional copy, event descriptions, and community communications
- Capture and coordinate photo/video content to support storytelling, promotions, and social media campaigns
- Collaborate with internal teams, event partners, sponsors, and vendors on creative projects

Social Media Management

SPORTS & ENTERTAINMENT – MARKETING AND COMMUNICATIONS MANAGER

- Develop and manage social media strategies across platforms including Facebook, Instagram, LinkedIn, and other relevant channels
- Create and schedule engaging content that promotes events, venues, community initiatives, partnerships, and organizational achievements
- Monitor social media engagement, trends, and analytics to improve reach and audience growth
- Respond to comments, messages, and community engagement opportunities in alignment with the department's brand voice
- Coordinate live event coverage, including photos, videos, updates, and promotional content

Email Marketing & Digital Communications

- Manage email marketing campaigns, newsletters, and audience communications.
- Develop strategies to grow email databases and improve engagement
- Create targeted communications for event attendees, partners, community members, tourism audiences, and stakeholders
- Track email performance metrics and implement improvements

Website & Digital Marketing

- Assist with website content management, updates, and optimization
- Ensure online information is accurate, timely, and aligned with marketing objectives
- Support digital advertising campaigns and online promotions
- Utilize analytics tools to measure traffic, engagement, and campaign performance

Event & Venue Promotion

- Support marketing efforts for tournaments, races, motorsports events, community programs, and special events
- Develop promotional strategies to increase participation, attendance, and awareness
- Assist with event branding, signage, marketing timelines, and promotional execution
- Collaborate with operations teams to ensure consistent messaging and visitor experience

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge

- Knowledge of marketing, branding, public relations, and communications principles
- Knowledge of digital marketing, social media, website management, email marketing, and content development
- Knowledge of sports tourism, event promotion, sponsorship activation, and community engagement
- Knowledge of graphic design software, photography, videography, and marketing platforms and digital analytics

SPORTS & ENTERTAINMENT – MARKETING AND COMMUNICATIONS MANAGER

Skills

- Skilled in developing and executing strategic marketing campaigns
- Skilled in creating compelling written, graphic, and digital content as well as strong writing, editing, and storytelling skills
- Skilled in managing social media, websites, email communications, and digital advertising content
- Skilled in project management and analyzing campaign performance
- Skilled in building relationships with media, sponsors, partners, and the public

Abilities

- Ability to promote venues, events, and programs through effective marketing and communications
- Ability to create content that connects with diverse audiences
- Ability to manage multiple projects, meet deadlines, and adapt to changing priorities
- Ability to communicate professionally with diverse audiences while maintaining a consistent brand image
- Ability to have strong attention to detail and attentive listening
- Ability to work independently and collaboratively to achieve organizational goals

ADA REQUIREMENTS:

Work is primarily performed in an office environment with frequent use of a computer and standard office equipment. Must be able to sit, stand, walk, bend, reach, and lift or carry up to 25 pounds occasionally. Ability to travel between facilities and event venues and work outdoors in varying weather conditions. This position requires a combination of office-based work and event coverage. Ability to attend evenings, nights, weekends, and holiday events as needed. Ability to read printed and electronic materials and accurately interpret written information. Ability to communicate effectively in person, by telephone, email, and virtual platforms. Ability to observe event activities, capture photo/video content, and monitor digital communications. Work is performed in both office and outdoor environments, including sports complexes, baseball fields, racetracks, parks, and event venues. May be exposed to varying weather conditions, loud noise, crowds, and extended periods of walking or standing during events.

EDUCATION AND EXPERIENCE:

- High School diploma required
- Bachelor's degree in marketing, communications, public relations, business, sports management, tourism, or related field preferred
- 3+ years of experience in marketing, communications, digital media, or related field
- Strong creative design skills with experience using graphic design tools such as Adobe Creative Suite, Canva, or similar platforms

SPORTS & ENTERTAINMENT – MARKETING AND COMMUNICATIONS MANAGER

- Experience in sports, tourism, hospitality, entertainment, events, or destination marketing preferred
- Photography and video production experience required
- Experience with website content management systems required
- Experience developing marketing materials required
- Experience creating and managing paid and organic social media campaigns required

PROFESSIONALISM AND CONFIDENTIALITY:

- Understands and consistently implements all County policies and procedures
- Maintain strict confidentiality of all member information
- Shares knowledge and assists other staff with day-to-day activities to promote effective teamwork to accomplish the goals of the County

TRAINING AND JOB DEVELOPMENT:

- The employee is expected to participate in ongoing training and professional development related to County policies and procedures, customer service, conflict resolution, membership and registration systems, cash handling and financial controls, staff supervision, facility operations, event coordination, safety practices, emergency procedures, ADA compliance, and other topics necessary to maintain effective and efficient Sportsplex operations
- Works with staff to discuss and resolve problems and provide ideas for improvement
- Employees are required to complete and maintain all mandatory safety and compliance training in accordance with company policy and applicable State & Federal regulations.

Note: This job description is not intended to be all –inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the County Administrator, department head or supervisor. Pulaski County reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all County policies and procedures.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

SPORTS & ENTERTAINMENT – MARKETING AND COMMUNICATIONS MANAGER

Check the appropriate box, fill in the needed accommodations, if required, then sign and date.

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job **without accommodation.**

OR

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job **with accommodation(s).**

Please list the accommodation(s) needed to fulfill the essential functions of this job description:

Employee Name: _____
(Please print)

Employee Signature

Date