



Position: Marketing Manager

Description:

Caravel Marketing is a national company specializing in sponsorship and partnership marketing. Caravel develops strategic sponsorship marketing plans and provides sales training to increase sponsor value and accelerate performance; we guide the entire sponsorship sales process from beginning to end, connecting companies and properties to create meaningful partnerships. Caravel works with entertainment properties, venues, universities, tourism and municipalities, non-profit organizations, sporting & cultural events, fairs and festivals, community celebrations, and corporate sponsors.

We are a small but mighty company where integrity and grit guide our purpose to be the best sponsorship and event marketing firm in the nation. We are adding to our dynamic team dedicated to achieving results and who are motivated by bringing ideas, solutions, revenue and enthusiasm to our clients. We are seeking an experienced Marketing Manager to manage our creative services, social and digital marketing efforts, and annual sponsorship conference.

Key Responsibilities:

1. Create presentations and proposals for sponsorship programs
2. Develop and execute company social and digital marketing plan
3. Manage the annual Sponsorship Mastery Summit
4. Create presentations and proposals for prospective clients

Additional Responsibilities:

1. Write, edit, post social media blogs
2. Attend client and sponsor meetings
3. Attend client events
4. Update company website, marketing materials and case studies
5. Stay apprised of industry best practices and trends
6. Maintain network organization and use company resources
7. Conduct industry and sponsor research

Qualifications:

Candidate must have a minimum five years of marketing experience, preferably in entertainment, events, sports or media. Working with sales teams a plus. The Ideal candidate must demonstrate knowledge, experience, and ability in the following areas:

- Strong verbal and written communication skills
- Demonstrated ability in developing and executing marketing plans
- Creative design skills and talents
- Sponsorship experience and knowledge
- Sales and client service focused
- Organized, detailed, independent



Compensation:

Commensurate with experience. Attractive benefits package including 401K, fully paid health care, and flexible work schedule.

To Apply: Please send all inquiries with a cover letter and resume before August 23, 2019 to paula@caravelmarketing.com with "Marketing Manager" in the subject line of the email.