

Sports Business / Marketing Manager

Job Description:

- Develop campaigns to engage fans and customers and attract sponsors
- Support sports businesses such as professional sports teams, sporting arenas, college sports teams, leagues and other sports-related businesses and organizations
- Promote sporting events
- Manage athletes
- Create and manage relationships with popular brands (for example, Coca Cola)
- Research marketing trends
- Understand sports and marketing analytics and data
- Manage relationships with the media

Education Needed/Other Requirements:

- Associate's degree (2 years) or bachelor's degree (4 years), with major or concentration in Sports Management, Marketing or Communications
- Master's degree for upper-level management jobs
- Internship(s)
- Prior experience as an athlete or prior experience working in sports area

Skills/Personality Traits:

- Passion for and knowledge of sports industry and brands
- Research skills
- Marketing and sales skills
- People skills
- Communication skills
- Data analysis skills
- Creativity
- Organized

Helpful Links:

- How to Become a Sports Marketing Manager, <https://online.lsu.edu/newsroom/articles/how-become-sports-marketing-manager/>
- Sports Manager: Job Description, Duties and Requirements, https://study.com/articles/Sports_Manager_Job_Description_Duties_and_Requirements.html
- The Ultimate Guide to Sports Management, <https://www.managerskills.org/sports/manager-guide/>