



SBP Job Posting



(XYZ) High School Sports Business Program

Vice President of Marketing & Communications

SBP Job Number: 5

Job Description:

Reports to President

This position will be responsible managing the non sales related aspects of the Sports Business Program and for spearheading the relationships with fans, boosters, sponsors and community partners, while adhering to the class instructor's overall vision and promotional strategy. VP of Marketing and Communications will directly oversee the Publicity Manager, Merchandising/Concessions, and Game/Event Entertainment. The V.P. will act as a face of the company in public and media relations as well as oversee game entertainment and fan experience.

The V.P. of Marketing & Communications is responsible for building and directing all program marketing functions including the development and editing of media guides and printed materials and maximizing school involvement in the community with boosters and program partners

This position will have an active involvement in all marketing and sales strategy and will serve as liaison between the sales and service group and the marketing/communications department and all other groups/departments of our program. This position requires a lot of responsibility and leadership.

Responsibilities and qualifications include:

- Outstanding leadership skills
- Strong verbal and written communication skills
- Team builder with problem solving abilities
- Ability to multi-task and manage large groups of people
- Decision making and job delegation abilities
- Product knowledge of full Sports Business program menu
- Time available outside the classroom
- Passion for the project
- Desire to grow professionally and gain valuable work experience
- Willingness to have fun while assisting the course instructor in directing the program
- Solid understanding of essential components of sales/marketing plans and service fulfillment

Basic Skills: Leadership, management, team building, communication (written & verbal) and problem solving

For all interested and qualified applicants, please submit your cover letter and resume.

Contact Information: Teacher Name, Room number, Email / phone

Application Requirements: Extra hours available outside class time (etc)