

Grassroots Fan Development & Hispanic Outreach Manager
Carolina RailHawks – Cary, NC
North American Soccer League, NASL

Job Summary: The Carolina RailHawks are seeking a highly motivated, passionate and driven individual to grow the RailHawks brand and help generate revenue. The Grassroots Fan Development & Hispanic Outreach Manager will be tasked with working with individuals across all departments to ensure successful marketing, social media and community outreach initiatives are implemented. A key component will be developing and maintaining strategic relationships with individuals and organizations that are dedicated to increasing the RailHawks awareness in the Triangle.

Payment Structure: Base Salary and Bonus opportunities

Job Responsibilities:

- Oversee all grassroots events, community outreach, mascot appearances and player appearances
- Create and implement an engaging social media plan for all RailHawks and soccer centric news and events including contests, giveaways, photos and videos
- Take primary role in planning and implementing game day programming, promotions and events
- Lead the development of new and current supporters groups
- Support the sales staff in creating a comprehensive data capture plan at all events
- Oversee grassroots marketing (street team) interns
- Maintain a detailed calendar of events throughout the year
- Research, develop and maintain strategic relationships and partnerships to increase awareness Assist the organization in the development of promotions, strategies, objectives and goals
- Develop new and innovative inventory and programming to assist revenue generation
- Manage promotional inventory including giveaways, tents, banners, flags, corn hole, etc.
- Provide a full summary and evaluation of each program and event upon completion
- Execute surveys and summarize market analytics to better reach target markets
- Review and respond to all donation and appearance requests
- Analyze current and potential objectives and issues to solve in advance
- Provide a high level of customer service to all clients
- Meet and exceed all revenue, data capture and branding goals
- Other duties as assigned

Qualifications:

- Spanish speaking strongly preferred
- 1-2 years marketing, events or project management experience, preferably in professional or collegiate sports
- Bachelor's degree in sport management, business, entrepreneurship, marketing or a related field
- Experience in juggling many work intensive projects at the same time while meeting strict deadlines
- Excellent relationship building, communication and interpersonal skills
- Outgoing, self starter that has strong leadership skills, while thriving in a team environment
- Superior attention to detail and customer service
- Ability and willingness to work long, flexible hours including numerous nights, weekends and holidays
- Proficient in Microsoft Office programs
- Knowledge and passion for soccer