



# Marketing Manager – Provincial Sport Organization

**SALARY RANGE (2017):** \$50,000–80,000<sup>1</sup>

My job is to sell my sport. To do this well, I need to know the fundamentals of my sport and translate this into value for a broad range of stakeholders from athletes to sponsors, spectators, sport governing bodies and government. I also need to understand the competitive landscape and invest in opportunities to build my sport’s reputation.

**The Tip:** Context is everything in sport marketing. Consider starting your career in a marketing agency that has diverse clients invested in sport. This may include sponsors, events or sport organizations.

## PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific	Core Transferable
<ul style="list-style-type: none"> <li>Market analysis</li> <li>Segmentation</li> <li>Consumer insights</li> <li>Financial management</li> <li>Branding &amp; positioning</li> <li>Content marketing</li> <li>Revenue generation</li> <li>Marketing communication</li> <li>Promotions &amp; sponsorship</li> <li>Event &amp; experiential marketing</li> <li>Contextual knowledge of sport</li> </ul>	Be an expert at all core transferable skills: <ul style="list-style-type: none"> <li>Thinking skills</li> <li>Communication skills</li> <li>Organizational skills</li> <li>Interpersonal skills</li> <li>Technical literacy</li> </ul>

## BUILDING BLOCK EXPERIENCES:

<b>Education &amp; Learning:</b> <ul style="list-style-type: none"> <li>Bachelor of Health and Physical Education (Sport &amp; Recreation Management) with a minor in marketing</li> <li>Certificates in web and social media analytics</li> <li><i>The Agent: My 40-Year Career Making Deals and Changing the Game</i> by Leigh Steinberg</li> <li>Industry publications</li> </ul>	My major in sport & recreation gave me the fundamentals of sport and my minor in marketing provided a depth of product, pricing, and promotional expertise. This, combined with training in digital media offers me the foundation to work in an increasingly convergent sports marketing world. I need to learn something new every day.
<b>Employment Experiences:</b> <ul style="list-style-type: none"> <li>Retail sales experience while in school</li> <li>Marketing coordinator for university athletics for a summer. Was offered a full-time position at graduation.</li> <li>Account coordinator at local sponsorship marketing</li> </ul>	Working in retail teaches you that all marketing is selling. Working in university athletics gave me the experience of doing more with less. This is the world of sport marketing. Working at a sponsorship agency allowed me to understand how to create value for sponsors on their terms.
<b>Community Experiences:</b> <ul style="list-style-type: none"> <li>Executive of the ski school club</li> <li>Active in my university’s alumni association</li> </ul>	The ski club experience allowed me to gain exposure to marketing and selling and learn what motivates people. As an alumni mentor, I

as a mentor	have learned how to work with different people.
<b>Contextual Experiences:</b> <ul style="list-style-type: none"> <li>Attended marketing conferences and Sport Marketing Council of Canada meetings to be exposed to how brands are solving problems</li> </ul>	It's important for me to be well-rounded because this role is more of a generalist than a specialist, plus I need to be able to influence others.
<b>Relationships:</b> <ul style="list-style-type: none"> <li>I have a mentor in my field</li> <li>I constantly seek out leaders within my sport who can advise and provide me professional insight</li> </ul>	My mentor coached me on the importance of developing effective working relationships with different stakeholders. I needed to learn how to speak their language and translate my activities into things they appreciate.

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<sup>i</sup> Refer to: [http://www.payscale.com/research/CA/Job=Marketing\\_Manager/Salary](http://www.payscale.com/research/CA/Job=Marketing_Manager/Salary) or <https://alis.alberta.ca/occinfo/occupations-in-alberta/occupation-profiles/marketing-manager/>