# Job Title: Marketing & Community Relations Manager

# Athens Crush (Indoor Football League)

### Position Summary

The Marketing & Community Relations Manager is responsible for developing and executing the organization's marketing, branding, advertising, public relations, and community engagement strategies. This individual will play a vital role in building awareness of the franchise, leading all social media messaging, increasing fan engagement, and establishing the Athens Crush as one of Northeast Georgia's premier sports and entertainment brands.

This position will oversee the team's marketing initiatives while building strong relationships with local businesses, schools, nonprofits, civic organizations, youth sports programs, and community leaders. As a founding member of the front office, the Marketing & Community Relations Manager will help shape the public identity of the franchise both on and off the field.

### Primary Responsibilities

- Develop and execute comprehensive marketing campaigns that drive ticket sales, sponsorship value, merchandise sales, and fan engagement.
- Manage the team's brand identity and ensure consistency across all marketing materials and communications, especially social media.
- Oversee digital marketing efforts, including email marketing, website content, online advertising, and promotional campaigns.
- Develop and manage the team's social media strategy in collaboration with content creators and digital media staff.
- Coordinate media relations, press conferences, media interviews, and publicity opportunities.
- Write and distribute press releases, newsletters, promotional materials, and other public communications.
- Build and maintain relationships with local television, radio, print, and digital media outlets.
- Plan and execute community outreach programs, player appearances, pep rallies, school visits, charity events, festivals, and fan engagement activities.

- Serve as the primary liaison with schools, youth sports organizations, nonprofit groups, chambers of commerce, and civic organizations.
- Coordinate the team's mascot, dance team, cheerleaders, and player appearances throughout the community.
- Work closely with the Sponsorship Sales Manager to maximize sponsor exposure and activation opportunities.
- Collaborate with the Ticket Sales Manager to develop promotions that increase attendance and season ticket sales.
- Assist with game-day presentation planning to ensure a consistent and exciting fan experience.
- Represent the organization at community events, networking functions, and business meetings.

**Qualifications**

- Bachelor's degree in Marketing, Communications, Public Relations, Sports Management, Business, or a related field preferred.
- Minimum of 3 years of experience in marketing, public relations, communications, sports, entertainment, or community relations.
- Strong understanding of digital marketing, social media, branding, and public relations.
- Excellent written, verbal, and presentation skills.
- Experience managing marketing campaigns and promotional events.
- Strong project management and organizational skills.
- Ability to manage multiple projects and deadlines simultaneously.
- Experience with graphic design platforms, email marketing software, and online content management systems is a plus.

**Desired Characteristics**

The ideal candidate is:

- Creative, energetic, and highly motivated.
- Passion for sports, entertainment, and community engagement.
- Strong relationship builder with outstanding interpersonal skills.

- Innovative thinker who enjoys creating memorable fan experiences and excels on social media platforms.
- Excellent public speaking and networking abilities.
- Self-starter who thrives in a fast-paced startup environment.
- Highly organized with exceptional attention to detail.
- Positive attitude and willingness to contribute across multiple departments.

**Compensation**

- Competitive salary based on experience.
- Performance-based incentives
- Team apparel.
- Opportunity to grow with a new professional sports franchise

**Why Join the Athens Crush?**

This is an exciting opportunity to help build the identity and reputation of a brand-new professional sports franchise from the ground up. You'll work alongside an ownership group that includes Pro Football Hall of Famer Jerome Bettis, College Football Hall of Famer David Pollack, and former MLB All-Star and NFL standout Brian Jordan, while creating meaningful connections between the team and the Athens community.

From social media campaigns to organizing community events and creating unforgettable fan experiences, you'll play a key role in building a franchise that represents the pride, passion, and spirit of Northeast Georgia.

If you're a creative marketer, skilled communicator, and community-minded professional who enjoys building brands and bringing people together, we invite you to join the Athens Crush and help shape the future of our organization.