

COLLEGE WORLD SERIES OF OMAHA, INC.
Full-time Salaried Staff Position Available

Job Title: Marketing & Fan Experience Manager
Reports to: Executive Director, CWS of Omaha, Inc.
FLSA Classification: Exempt
Date: August 8, 2022

Job Summary

This position will be responsible for the execution of marketing & social media activities for CWS, Inc. as it relates to the NCAA Men's College World Series. The position will also assist the Director of Ticketing in various roles.

Job Duties

- CWS Inc.'s primary contact with the NCAA to create and execute marketing & promotional initiatives.
- Manage relationship and work with Bozell (CWS, Inc. PR/Advertising agency.)
- Maintain and deliver content for CWS, Inc. social media channels year-round.
- Collaborate with the NCAA for content and push notifications for the MCWS app.
- Oversee hiring of and performance of CWS Social Media Intern.
- Assist with content and updating of cwsomaha.com.
- Coordinate Pre-Series Press Conference.
- Work in partnership with the NCAA and Bozell on branding elements for the MCWS.
- Assist Operations and Events Manager with customer service activities. This includes, but is not limited to, phone calls, emails, and fan engagement software.
- Collaborate with CWS, Inc. and partners on various events and recognitions.
- Assist Director of Ticketing on season ticket account changes and communication.
- Oversee MCWS Group Sales.
- Manage CWS Ticket Donation Program.
- Coordinate Board and Leadership meetings and communication. This includes official records such as taking minutes and email updates.
- Develop, maintain, and enhance relationships with NCAA counterparts.
- Other duties as assigned.

Skills and/or Qualifications (not limited to):

- Excellent written and organizational skills.
- Knowledge of social media platforms (Facebook, Twitter, Instagram, etc.)
- Ticketmaster/Archtics experience helpful, but not required.
- Strong creative skills (contribute ideas and different perspectives).
- Knowledge of the game of baseball and/or working other sporting events.
- Ability to adapt, multi-task and work as a team under tight deadlines.
- Ability to analyze, problem solve and provide recommended solutions.
- Self-motivated to work independently while seeking guidance, input, and approval from supervisors.

Other

- Requires ability to work flexible and extended hours (including nights, weekends, and holidays) leading up to, during and shortly, after the NCAA Men's College World Series.

Education and/or Experience

- 2-3 years of experience in a marketing/digital role (preferably in a sport related field).
- Four-year college degree (sports marketing or related field preferred).

Physical Requirements

- Ability to be physically active (standing, walking, stair climbing, occasionally lifting of boxes up to 40 lbs.) in both indoor and outdoor environments, in Omaha, Nebraska, summer weather.
- The physical demands and flexibility described are representative of those that must be met by an employee to successfully perform the essential functions. Reasonable accommodations can be made for those with disabilities to perform these essential functions.

CWS, Inc. offers medical insurance and a Paid Time Off (PTO) program as well as opportunities for professional development. An employee-only (no employer match) retirement savings plan is available.