



The City of Peoria COMMUNITY SERVICES DEPARTMENT

Is currently recruiting for the position of:

Marketing and Sponsorship Specialist (Sports Complex)

Salary: \$53,066 – \$67,727 annually

GENERAL PURPOSE

Built in 1994, the Peoria Sports Complex serves as the Spring Training and player development home of the Seattle Mariners and San Diego Padres. Located in beautiful Peoria, Arizona, the nearly 145 acre campus is comprised of an 11,000 seat stadium, twelve full-sized baseball fields, multiple batting tunnels and two luxury team clubhouses. In addition to Cactus League baseball activity, the campus serves as a multi-use venue attracting over 500,000 visitors annually to both baseball and non-baseball events. These events include numerous national youth and adult baseball tournaments, the Arizona Fall League, art exhibits, trade shows, concerts, RV shows, carnivals and fairs.

This position will assist in developing and administering marketing plans and strategies designed to increase the utilization of the Peoria Sports Complex as well as generate sponsorship sales in all aspects of Sports Complex Operations including Stadium signage, print advertising, group outings, tickets and promotions. Responsible for the execution of all marketing functions of the Peoria Sports Complex and will facilitate the coordination and development of all advertising and promotional campaigns.

REQUIRED QUALIFICATIONS

Bachelor's degree with major coursework in sports marketing, communication or business administration. At least four years of increasingly responsible experience in marketing, advertising, media, promotions, graphic arts, public relations, sales or other related background to acquire skills necessary to plan, develop and implement marketing strategies in one or more specialty areas; or an equivalent combination of training and experience. Experience with sports marketing and/or business recruitment/retention programs is desirable. A valid Arizona driver's license.

DESIRED QUALIFICATIONS

Knowledge of the principles and practices of sports marketing, advertising, game day operations, public relations, public information, recreation programs, sponsorship and basic communication techniques as well as publication preparation, design of brochures, website, displays and visual aids. Strong computer proficiency in MS Office and a variety of marketing/graphic design programs. Strong customer relations skills. Familiar with standard marketing concepts, practices, and procedures within the sports industry. Ability to develop marketing and promotional materials, keep accurate records and prepare reports, and interact tactfully and courteously with the public.

Able to effectively manage projects from inception to completion, with demonstrated experience in creatively writing and editing content for a variety of media including but not limited to promotional fliers, sales kits, presentations and brochures. The ideal candidate works well under pressure, meets or beats deadlines, thrives in a team-oriented, customer-focused environment and is adept at multi-tasking. This candidate will possess solid organization skills to resolve day-to-day issues and be able to properly prioritize activities. Additionally able to determine fiscal requirements and prepare budgetary recommendations; monitor, verify and reconcile expenditure of budgeted funds. Proven ability to develop; implement and manage marketing campaigns to agreed outcomes.

HERE IS YOUR OPPORTUNITY TO:

- Work for one of the fastest growing communities in the greater Phoenix valley
- Have a career that is challenging and rewarding
- Work in a facility with state-of-the-art equipment
- Join a team of highly-skilled and energetic professionals

The City of Peoria offers one of the most desirable salary and benefits packages in the greater Phoenix valley.

Applications will be accepted from October 27 – November 10, 2006 at 5:00 p.m.

City of Peoria Human Resources

8401 W. Monroe, Peoria AZ 85345

HR Job Hotline: (623) 773-7105 • Application Fax Line: (623) 773-7149

Interested candidates must submit a City of Peoria application.

To download an application and complete job description, please visit: www.peoriaaz.gov