

Job ID: CMO1

Job Location: Tyson's Corner, VA (near Washington D.C.)

Job Summary:

The Pro Sports Outlook (PSO) Digital Marketing Director is an experienced digital marketer who is passionate about promoting quality products creatively, knows how to drive response on all major digital platforms, looks for viral opportunities, and is constantly analyzing results to knock it out of the park with ever more effective campaigns.

An avid sports enthusiast, the Digital Marketing Director will lead the marketing team to drive awareness for this exciting new sports media platform, converting interest into long-term PSO fans, and impactful engagement. Opportunities are endless for the successful candidate as he or she helps the next big thing in digital media emerge as a leading sports platform.

Responsibilities:

- Plan, develop, implement, and monitor the overall business marketing strategy
- Design, strategize, and execute effective sports marketing campaigns
- Create & manage content on social media channels
- Understand the digital sports publishing industry and continuously research the market
- Stay up to date with the latest technology, platforms, and best practices
- Determine KPIs for the marketing department and track them on a regular basis
- Use the marketing budget wisely and efficiently
- Create and present the annual marketing plan and strategy
- Lead the initiatives for the long-term growth and perception of the company
- Analyze company's marketing strategy and suggest improvements
- Able to operate a wide range of assignments. Organization, efficiency, attention to detail, and planning skills are required
- Conduct quality control and corrective actions to ensure accuracy and quality
- Effectively communicate problem solving efforts, results, and solutions with others
- As necessary, participate in team based projects and contribute recommendations towards departmental objectives

Basic Qualifications:

- Strong leadership skills, ambitious, and driven for success
- Proven experience creating successful digital marketing campaigns
- Showcases outstanding verbal/written communication skills with timely follow up
- Minimum two years of digital marketing, advertising, or related experience, college internship or related work in a professional environment
- Wealth of knowledge about teams and active players in at least two major professional sports (NFL, NBA, or MLB)
- Demonstrates solid knowledge of digital marketing and content that appeals to sports fans
- Able to meet deadlines during nights, weekends, and holidays when needed

- Can thrive in a fast-paced environment that requires quick turnaround results
- Comfortable working alone without supervision
- Social media savant (Instagram, Facebook, Twitter, YouTube, SoundCloud, etc.)
- Good understanding of common computer & mobile applications (Email, Google Apps, Microsoft Office, Mobile apps)
- Analytical & problem solving skills to evaluate data and make operational decisions

Preferred Qualifications:

- Bachelor's Degree from a prominent University majoring in Marketing or Advertising-related field
- Additional marketing certifications are a plus
- Hands on experience with CRM and SEO tools like Google Analytics, Google Adwords, HubSpot, WebTrends, Salesforce, etc.
- Proficiency with:
 - Microsoft Office Applications (Word, Excel, Outlook)
 - G Suite Applications (Google Docs, Sheets, Slides, Forms, Hangouts, Drive, and Gmail)

About Pro Sports Outlook:

This future-minded sports media platform is launching June 30, 2019. Original, captivating sports content will be distributed fully on www.prosportsoutlook.com and related social media accounts as soon as June 1, 2019, with a goal of planning and executing our marketing plan within that time frame. This sports media startup is focused on establishing a dynamic, team-driven, exciting culture that enhances the way fans understand, consume, and enjoy sports on a daily basis.

Pro Sports Outlook, Inc. is an equal opportunity employer. Applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender, identity, disability, or protected veteran status. PSO fosters a business culture where ideas and decisions from all people will help us grow, innovate, and establish Pro Sports Outlook as the greatest sports content platform in this rising digital era.

To Apply:

- Submit Resume detailing previous experience
- Submit Cover Letter explaining why you would be a great fit
- Self-made video Cover Letter and/or portfolio demo optional
- Send the above to rob@prosportsoutlook.com

** You must be legal to work in the United States.*