

**Houston Local Organizing Committee
2023 NCAA Men's Final Four
Contractor Job Description**

JOB TITLE: Marketing & Communications Manager

SUMMARY: The Marketing and Communications Manager, will serve as the primary HLOC (also referred to as the Houston Local Organizing Committee) liaison with the National Collegiate Athletic Association (NCAA) staff as it relates to the development of strategic local messaging and marketing in support of the 2023 Men's Final Four. The position will be responsible for the development and execution of all desired goals and objectives of the HLOC in support of the 2023 Men's Final Four and all ancillary events. The Marketing and Communications Manager will be responsible for the development and coordination of the HLOC's on-line presence and its social media efforts with support by other communications firms that may be engaged from time to time by the HLOC and NCAA. They will participate extensively in integrated planning and coordination with all other HLOC functional positions under the direction of the President and Vice Presidents of the HLOC to achieve the desired outcomes and goals of the HLOC and the NCAA staff, where applicable, in support of the 2023 Men's Final Four. The Marketing and Communications Manager will also lead and guide one contract position (a Marketing Coordinator contract position) and 1-2 intern positions.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Will serve the NCAA staff, the HLOC team and the broader community at large with a “can-do,” positive and upbeat attitude while working to achieve all parties desired outcomes for a successful city-wide event of national importance
- Will be responsible for ensuring that all NCAA desired messaging is communicated in a timely fashion to the HLOC's various audiences including the media and constituent groups in support of the NCAA's goals and objectives
- Will work with the Vice President of External Operations of the HLOC, HLOC staff and any communications firms that may be retained to develop a comprehensive HLOC micro-site with all pertinent messaging to support the HLOC's goals and objectives
- Will develop, traffic and execute a comprehensive traditional, digital and grassroots marketing and communications plan in support of all of the NCAA's and HLOC's strategic objectives related to the 2023 Men's Final Four and related ancillary events.
- Will serve as the primary liaison between a chosen local marketing firm with regards to the media buy plan for the 2023 Men's Final Four.
- Will develop, coordinate and distribute messaging for other HLOC team members objectives in support of their functions and ultimately the success of the HLOC in supporting the 2023 Men's Final Four goals and objectives
- Will provide direct support to the NCAA staff as required for the coordination of all marketing and public messaging to the NCAA's and the HLOC's desired audiences and constituent groups
- Will coordinate meetings, editorial content and overall PR schedule with media outlets as needed and required by the NCAA or the HLOC. This includes thinking about outside the box ideas and ways to engage the media.
- Will coordinate and oversee all press releases, press conferences and other public relations needs for the 2023 Men's Final Four, in conjunction with NCAA counterparts and potential marketing firm.
- Will form a strong support committee of highly engaged and committed volunteers to assist in the execution of day-to-day duties and responsibilities associated with the communications efforts to meet the desired goals and objectives of the NCAA staff, HLOC team members and donors/ sponsors where applicable
- Will be responsible for coordinating all marketing and communications efforts with outside partners, venues, attractions

- Will coordinate all public safety awareness messaging alongside Vice President of Operations and Logistics and the Public Safety Committee. This includes coordinating closely with Houston Police Department, the airport and others as needed
- Responsible for identifying and leveraging partner assets that can be used for Final Four i.e., airport countdown clock, no cost out-of-home assets and in-venue signage
- Will oversee and help execute social media content plans, strategy and use of any dollars.
- Will be responsible for preparation of regular reports as others as may be required from time to time.
- Will be responsible for the occasional development of specifications for the procurement of project specific communications services in support of the 2023 Men's Final Four and ancillary events
- Will share responsibility for all budget related line items associated with the HLOC's marketing strategy and plan.
- Will be mindful and considerate of potential opportunities to generate revenue through creative partnerships as long as supported by the HLOC President and approved by NCAA staff
- Will be mindful and considerate of all opportunities to save on defined budgets without sacrificing service levels to the NCAA or the HLOC
- Will endeavor to be available to all NCAA staff during all site visits leading up to the event and via phone or e-mail during non-site visit times
- Will coordinate with all of the HLOC team to ensure seamless, integrated planning and execution of all HLOC responsibilities
- Will seek to innovate and improve over previous Final Four events performance metrics while staying within guidelines set by the NCAA and the HLOC
- Will perform other such duties, functions, special projects and responsibilities as assigned by the President and/or Vice Presidents of the HLOC
- Will compile all required after action reports at conclusion of event for submission to the President and/or Vice Presidents of the HLOC, the NCAA staff and the NCAA Men's Basketball Committee

MINIMUM QUALIFICATIONS: Bachelors degree with emphasis in marketing, communications, sports management or other related field. Minimum four to six (4-6) years overall communications, sales, marketing and/or event planning, preferably in major events. Experience may serve as a substitute for education on the basis of experience.

POSITION: Is a contractor position. Benefits are not included.

SEND COVER LETTER & RESUME: to info@houston sports.org

Contractor Description Developed – October 1, 2021
