



San Antonio Local Organizing Committee (SALOC) 2025 NCAA Men's Final Four | Independent Contractor Description

TITLE: Manager of Marketing & Communications

REPORTING TO: Director of Marketing & Communications

DIRECT REPORTS: Marketing & Communications Intern

POSITION SUMMARY: The Manager of Marketing and Communications will work hand-in hand with the San Antonio Local Organizing Committee (SALOC) Director of Marketing & Communications on activations in support of city-wide planning related to the 2025 Men's Final Four to develop and distribute internal and external-facing materials and strategic initiatives for the SALOC, NCAA, related marketing and communications agencies, local media stakeholders and community partners. The position will participate in extensive integrated planning and coordination with all other SALOC functional positions to achieve the desired outcomes and attendance goals of the NCAA and SALOC in support of the 2025 Men's Final Four. The manager will also assist with the administration of relevant committees and help guide up to two interns in the Marketing & Communications department.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

The main responsibility of the Manager of Marketing and Communications is to help promote events and programs of the 2025 NCAA Men's Final Four to include advertising, social media, public relations, and grassroots activations.

- Coordinate with the Director of Marketing & Communications on the creation, revision and/or implementation of marketing, public relations, website, and social media content and deliverables, along with related reporting when applicable.
- Support efforts to deliver fully integrated communications plan with media partners including managing trade media bank and partner-facing programs.
- Create and implement monthly e-newsletter communications with Director of Marketing and Communications to increase engagement.
- Manage city-wide grassroots marketing efforts related to Fan Jam and trophy tour while keeping community engagement and multi-cultural marketing a primary focus to include coordinating the Fan Jam appearances with Community Relations and Operations teams.
- Assist in the planning and execution of all SALOC press events, press conferences and media appearances.
- Assist with media and influencer relations as needed, including attending live shots and escorting media at events.
- Assist in creating talking points, run of shows, social media tool kits, etc. for media.
- Assist with graphic design and creative asset requests.
- Manage media center and media lounge, check-in, and logistics during event week.
- Provide administrative support to the Marketing & Public Relations committee.
- Provide weekly metrics and dashboard on marketing initiatives to track campaign progress.

- Maintain databases of marketing assets, e-communications and strategic partners contact information and media inventory.
 - Provide management and oversight of the Marketing and Communications intern.
 - Other duties as assigned by the Director of Marketing and Communications, Managing Director and/or Executive Director.
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MINIMUM QUALIFICATIONS: Bachelor's degree and at least two (2) years marketing and communications experience. Proficient in Microsoft Office, proficiency in MailChimp a plus. Must meet deadlines, program milestones, and organize staff, contractors, committee members and volunteers to meet or exceed the goals of the NCAA and SALOC. Ability to prioritize efforts in a highly dynamic, fast paced, and fluid environment while remaining productive and professional. Exceptional writing, editing and communications skills required. Graphics experience a plus. Ability to work evenings and weekends based on events and NCAA monthly site visit activities.

TERM: June 1 – April 15, 2025

POSITION: Independent Contractor. Benefits are not included. Compensation commensurate with experience. Reliable transportation and laptop required. Office space and equipment provided.

LOCATION: Alamodome, San Antonio, TX

SEND COVER LETTER & RESUME: to final4@sanantoniports.org.