

San Antonio Sports Marketing Manager

About San Antonio Sports

Since 1984, San Antonio Sports has served as the city's nonprofit sports commission, elevating San Antonio on the global stage through premier sporting events and impactful community programs. From NCAA Championships to the San Antonio Marathon, San Antonio Sports has generated more than \$1 billion in economic impact while transforming our community through the power of sport.

Position Overview

San Antonio Sports is seeking a creative, detail-oriented, and highly organized Marketing Manager to help bring our events, programs, and mission to life across marketing platforms. Reporting to the Director of Marketing & Communications, this role will support integrated marketing campaigns, manage email communications, coordinate creative production, and help ensure brand consistency across the organization.

The Marketing Manager will play a key role in growing audiences, driving registrations and ticket sales, supporting sponsor fulfillment, and increasing community awareness through strong digital communications, thoughtful content, and organized project management.

Key Responsibilities

Email Marketing & Audience Engagement

- Lead email marketing efforts, including newsletters, event promotions, automated campaigns, and audience segmentation.
- Manage the organization's email marketing calendar, subscriber database, lists, and audience segments.
- Develop compelling email content that drives registrations, ticket sales, engagement, and participation.
- Monitor campaign performance and optimize based on open rates, click-through rates, conversions, and audience growth.
- Implement strategies to grow and retain email audiences across San Antonio Sports properties.

Campaign & Project Management

- Support the Director of Marketing & Communications in managing marketing requests, timelines, production priorities, and cross-department communication to ensure campaigns and creative deliverables are executed on time.
- Maintain the department's production calendar and support regular check-ins to identify priorities, deadlines, and potential bottlenecks during event-heavy periods.

- Coordinate campaign execution across email, social media, digital advertising, web, and print channels.
- Serve as a key liaison between marketing, internal stakeholders, vendors, and agencies to keep projects organized and moving forward.

Creative & Content Coordination

- Coordinate graphic design requests and creative production workflows.
- Write and edit content for email, web, advertising, and promotional materials.
- Lead routine website updates, including landing page creation, form building, and maintaining accurate event information.
- Review marketing materials for accuracy, brand alignment, grammar, and consistency before distribution.
- Maintain organized marketing asset libraries and campaign files.

Analytics & Reporting

- Track and report on email, digital and campaign performance, registrations, ticket sales, audience growth, and engagement metrics.
- Provide recommendations to improve campaign effectiveness and return on investment.
- Support the Director with reporting and marketing performance analysis.

Additional Responsibilities

- Supervise Marketing & Communications interns.
- Provide on-site marketing support during events and activations as needed.

Qualifications

Education & Experience

- Bachelor's degree in marketing, communications, public relations, or related field.
- 3–5 years of marketing, communications, or digital marketing experience.
- Proven experience managing email marketing campaigns and marketing projects.
- Experience in sports, brand activation, nonprofit, event, or tourism marketing preferred.

Skills & Competencies

- Strong project coordination skills with exceptional attention to detail and the ability to manage multiple deadlines simultaneously.
- Proficiency in MailChimp or comparable email marketing platforms, including audience segmentation, automation, and campaign analytics.

- Excellent written and verbal communication skills, with the ability to write clearly and compellingly for a variety of audiences and channels.
- Familiarity with graphic design processes and the ability to communicate creative direction, feedback, and production needs effectively to designers.
- Ability to track, interpret, and report on campaign performance, audience growth, engagement, registrations, and ticket sales.
- Proficient in Microsoft Office Suite. Experience with project management tools such as Smartsheet, SponsorCX, Asana, Trello, or similar platforms a plus.
- Experience with Canva or Adobe Creative Suite a plus.
- Team-oriented and collaborative, with a willingness to support colleagues, jump in where needed, and help move projects forward.
- Ability to thrive in a fast-paced, deadline-driven environment while maintaining professionalism, accuracy, and quality.

Additional Requirements

- Ability to work evenings and weekends based on event schedules.
- Role is based at the Alamodome, located at 100 Montana St., San Antonio, Texas.

To Apply:

Send resume and letter of interest to Amber Brown at abrown@sanantoniports.org.