



## Girls Academy

<https://girlsacademyleague.com/>

### **JOB DESCRIPTION** – *Marketing Manager*

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#### **Marketing Manager**

**Contract:** Full Time Position

**Location:** Nationwide (*Remote*)

**Starting Salary Range:** \$48,000 - \$56,000

**Benefits:** Eligible TBD

#### **ABOUT THE GIRLS ACADEMY**

The Girls Academy is the leading youth development platform for the best female soccer players in the United States. We are the only national youth soccer platform that represents the collective vision of member clubs and actively engages the voice of the players to take real ownership of the league. We embrace the desire of club members and players to maintain an unrivaled standard of excellence in coaching, competition, and regional and national showcase events throughout the year.

The Girls Academy is committed to cultivating an environment that empowers each player to reach their best potential as an exceptional athlete and human being by celebrating the player's journey with a lifelong love of the game through competition, showcases, and camaraderie.

#### **THE PLAYERS' VOICE MATTERS**

What makes the GA unique and different is the active role the league's players have in shaping the direction of the league. How? Introducing the [Advisory Panel](#), which affords the players the opportunity to nominate and maintain a player-led board that represents the thoughts, opinions, and vision of the players. The Advisory Panel is active in suggesting ways to improve the league, engaging in sponsor opportunities, organizing charitable initiatives, shaping league merchandise offerings, and more.

## Marketing Manager

### SUMMARY

The Marketing manager functions as the strategic coordinator for all marketing efforts within the Girls Academy, serving as the key representative to internal teams and external partners. They are responsible for the development, execution, and management of day-to-day marketing strategies and campaigns to drive brand awareness, engagement, and growth.

**The primary duties, tasks, and responsibilities include, but are not limited to:**

- Lead all marketing activities, in collaboration with GA's marketing agency, to develop annual marketing plan and KPIs
- Serve as the main point of contact internally (GA, clubs, advisory panel) and externally (agencies, partners) for marketing initiatives
- Brief, review and approve social calendars, marketing initiatives and creative assets
- Manage the collection and organization of information for marketing agency to deliver creative assets
- Manage day-to-day website tasks including regular website content updates such as event details, news stories, schedules, and admin edits.
- Manage all internal fulfillment/activation efforts for assigned partnership agreements & programming, including approvals.
- Build strong relationships with partners and establish trust that contracts will be fulfilled to completion.
- Lead the tracking and fulfillment of all partnership contractual assets.
- Become an extension of each partner and be a conduit between internal/external by deeply understanding partner marketing objectives.
- Effectively communicate partner marketing objectives internally and understand our assets to help drive messaging.
- Lead the development of PR releases / media kits around noteworthy news announcements.

### PREFERRED QUALIFICATIONS

**Education:** Bachelor's degree in marketing, communications, or related field

**Required Position Qualifications:**

- Experience working in advertising & marketing environment
- Understanding of creative process
- Comprehension of experiential marketing, digital and social media, and promotional marketing
- Excellent verbal and written communication skills, ability to provide clear creative direction and effective feedback
- Strong interpersonal skills and ability to interface effectively with varied levels of staff, partners, vendors, etc.
- Strong command of project management skills including workflow scheduling, task management, and budget tracking
- Effective team management capabilities

- Keen attention to detail and process development

**OTHER**

- Able to work non-traditional hours, in non-traditional settings. This includes in-season commitments that fall on weekends, evenings and holidays.

**KNOWLEDGE, SKILLS & ABILITIES**

- Microsoft Office Suite: Excel, PowerPoint, Word, Outlook, Teams
- Deep understanding of web-based applications that are industry standard.
- Zoom, Google Meets, WebEx, and other video platforms.
- Ability to manage multiple tasks.
- Strong organizational and time management skills
- Knowledge of the youth sports landscape a plus
- Prior sports, entertainment, or agency experience a plus

***Apply via Email: Please email resume and cover letter to: [info@girlsacademyleague.com](mailto:info@girlsacademyleague.com)***