



JOB SEARCH POSITION DESCRIPTION

Client: Washington Kastles
Title: Director of Marketing
Reports To: General Manager
Process: Submit Resume to www.turnkeyse.com

BACKGROUND:

In 2008, Mark Ein, founder of Venturehouse Group, LLC purchased the rights to the first ever World Team Tennis (WTT) franchise in Washington DC, the Washington Kastles. In 2009, the team's second season, the Kastles took home the WTT title. They won another championship in 2011, this time completing a perfect 16-0 record during the season, the first time in the WTT's 36 year history that this feat had been accomplished. The Kastles feature a dynamic squad of well-known and experienced tennis stars headlined by international superstars including Serena and Venus Williams. Also featured on the team is Arina Rodionova, the 2011 Female Rookie of the Year and WTT Finals MVP, Leander Paes, winner of 12 Grand Slam Titles and the 2009 and 2011 WTT Male MVP, and Bobby Reynolds, the 2010 Male Rookie of the Year. The squad is led by Murphy Jensen, the 2011 WTT Coach of the Year and former French Open doubles champion.

The Kastles play all their home matches at Kastles Stadium at The Wharf. Situated across from the picturesque Potomac River, the stadium can seat up to 3,000 people and provides spectacular views of the Washington Monument, Jefferson Memorial, and the Potomac River Park. Within the community, the team is lauded for its work both on and off the court. For all their hard work and dedication they were given the keys to the city by the mayor in 2009 and named the USTA Mid-Atlantic Section's 2011 Organization of the Year.

The Washington Kastles have retained Turnkey Search to search, screen and recruit a Director of Marketing.

If you are interested in this position, please do not contact the Washington Kastles as this will only delay consideration of your qualifications. Please contact Turnkey for further information.



Director of Marketing
Position Description

SUMMARY:

The Director of Marketing will be responsible for the day-to-day marketing, communications, advertising and creative direction of the team. Reporting to the General Manager, the Director of Marketing will serve on the senior leadership team, which includes regular interaction with ownership. The Director of Marketing will be a dynamic, detail-oriented professional

ESSENTIAL JOB FUNCTIONS:

Essential job functions include but are not limited to the following:

Marketing Strategy & Brand Development

- Formulate and implement distinct and detailed marketing plans for the Washington Kastles and Kastles Stadium at the Wharf and other events.
- Manage and execute all team communications, with a heavy emphasis on digital & social media, and develop a strategy which ensures consistency of content and messaging.
- Negotiate with and manage third party relationships with outside vendors such as creative, graphic design, video production agency, etc.
- Strategic planning of long-term marketing goals and advertising development.

Advertising & Digital Media Marketing

- Negotiate media buying trades and agreements.
- Develop and nurture relationships with media partners.
- Manage production of television, radio, print and multimedia spots and other advertising/promotional initiatives as required.
- Manage the creation and production of TV, radio and print materials.
- Manage all social communications including Twitter, Facebook, and other digital platforms.
- Develop, implement and manage process for uses of Washington Kastles marks internally or by third parties.

REQUIRED KNOWLEDGE AND SKILL:

- Must be detail oriented, creative, possess a solid work ethic, be willing to learn and have a strong desire to succeed.
- Outstanding ability to establish and maintain strong working relationships with vendors, media and co-workers.
- Solutions oriented problem solving mentality and ability.
- Possess adept negotiation skills.
- Well-developed writing skills, including ability to develop and edit high-quality media materials.
- Effective leader, able to motivate people, manage timelines and work against budgets.
- Ability to work long or unpredictable hours on weekdays, weekends, and holidays as needed.

EDUCATION AND EXPERIENCE:

- Bachelor's degree preferably in marketing, communications, business or related field.
- Minimum five (5) to seven (7) years of marketing and advertising experience