



POSITION: Manager, Communications
PAY STATUS: Exempt
DIVISION: Communications
REPORTING TO: Director of Marketing, Communications & Community Engagement
NO. OF POSITIONS: One
DATE: March 2022
POSITION LOCATION: Nashville Superspeedway in Lebanon, Tenn.

ABOUT THE POSITION:

The Nashville Superspeedway is seeking a Manager of Communications to play an integral role in the growth of our organization by primarily supporting public relations, content creation, media relations and event publicity for Nashville Superspeedway nationally, regionally and locally through impactful storytelling, outreach and networking. This position may also be selectively asked to assist other Speedway Motorsports facilities as needed.

The ideal candidate will adopt a GLOBE mentality. GLOBE stands for Generously Lending Our Best Efforts. This is done by holding themselves and their teammates accountable for taking our best practices “the last mile” – optimizing them for maximum value to all of our stakeholders while sharing insights on how to improve our company. The ideal candidate will also be a productive and proactive self-starter who is passionate about his/her duties and willing to put forth the extra effort to achieve excellence.

RESPONSIBILITIES:

- Support Nashville Superspeedway President and other leaders in preparation for speaking engagements, media interviews and community engagements by actively pursuing opportunities to share the NSS story publicly
- Generate ideas, content and execute imaginative publicity plans through multimedia storytelling
- Work closely with the Director of Marketing & Communications to cultivate strong relationships with media and influencers which best position NSS with all media outlets on national, regional and local levels
- Aggressively pitch media outlets for coverage to promote events and build facility brand during both event and non-event times
- Work closely with social media lead to support/assist development of social planning and content creation
- Support NASCAR publicity planning, execution and event media management
- Coordinate NASCAR Media Center operations (manage event week staff, media center schedules/set-up; media relations and sponsor-related support)
- Assist in management and approval of media credentials
- Lead publicity planning and execution for secondary events as assigned
- Corporate Leadership/Support - maintain an active role on Speedway Motorsports’ communications team and improve overall corporate communication, effectiveness and efficiencies
- Write press releases, coordinate press events and manage media distribution lists

- Manage photo archive system and coordinate event photographers
- Maintain reports of earned media, scheduled interviews, speaking engagements, etc.
- Recruit/manage communications department interns
- Other duties as assigned

MINIMUM REQUIREMENTS:

- Three-to-five years of experience generating content and/or publicity in media relations, communications, public relations or media fields
- Demonstrated experience in designing and implementing successful PR campaigns
- Experience dealing with media at press conferences, junkets and/or at events
- Excellent organizational skills and a strong attention to detail
- Superior verbal/written communications skills
- Strong leadership, project management and analytical skills
- Knowledge and ability to think strategically about brand building and revenue generation
- Entrepreneurial and optimistic spirit
- Proficiency in Microsoft Office Suite, Adobe Creative Suite and AP Style
- Diversity in various mediums including video, photo, social engagement, web, etc.
- Position requires ability to work nights and weekends
- Position will require occasional travel through Speedway Motorsports workshare program to other facilities to support other events

All candidates must submit the following to be considered for the position:

1. Cover letter
2. Resume
3. (3) Professional References
4. Publicity Portfolio

Submit requirements digitally to:

Nashville Superspeedway

Attn: Communications Department Opening

jobs@nashvillesuperspeedway.com

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all work requirements that may be inherent in the position.

Nashville Superspeedway and Speedway Motorsports is an equal opportunity employer.

ADDENDUM TO JOB DESCRIPTION

These are physical and mental requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental requirements will not automatically disqualify a candidate or associate from the position. Upon request for a reasonable accommodation, the Company will review for reasonableness, depending on the requirement, the essential functions to which it relates, and the proposed accommodation.

Physical Requirements					
X	Seeing		Pushing / Pulling		Bend, stoop, kneel
	Color Perception (Red /Green)		Climb, Ascend, Descend Stairs		Other (specify):
X	Hearing / Listening		Lift 15 pounds		
X	Clear Speech		Carry 15 pounds		
	Touching		Drive (local / long distance)		
	Dexterity		Ability to Move Distances		
	Hand		Ability to Mount / Dismount (Forklift / Truck)		
	Finger	X	Ability to Sit / Stand for extended periods		

Mental / Reasoning Requirements					
	Reading – Simple		Writing – Simple	X	Analysis / Comprehension
X	Reading – Complex	X	Writing – Complex	X	Judgment / Decision Making
	Clerical	X	Basic Math Skills		

Work Environment					
X	Shift Work		Outside		Pressurized Equipment
	Works Alone		Extreme Heat		Moving Objects
X	Works with Others		Extreme Cold		High Places
X	Verbal Contact with Others		Noise		Fumes / Odors
X	Face-to-Face Contact		Mechanical Equipment		Hazardous Materials
X	Inside		Electrical Equipment		Dirt / Dust

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.