



JOB TITLE: Marketing & Community Coordinator
SALARY GRADE:
PAY STATUS: Exempt
DIVISION: Marketing & 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 ROLE:

The Nashville Superspeedway is seeking a Marketing & Community Coordinator to play an integral role in the growth of our organization. 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:

- Corporate Leadership/Support - maintain an active role on Speedway Motorsports’ marketing and communications team and improve overall corporate communication, effectiveness and efficiencies
- Assist Director of Marketing & Communications with the development and execution of brand strategy, promotion, and grassroots marketing
- Assist with group ticket sales through community outreach and the integration of elements and opportunities into partnerships
- Responsible for the scheduling and execution of all outbound email marketing
- Lead promotional efforts for all secondary track or rental events
- Support marketing and fan experience initiatives around NASCAR weekend
- Develop comprehensive community engagement strategy that will establish and amplify NSS’ community presence, partnerships and activations.
- Build authentic community relationships to position the track’s brand in a meaningful way
- Serve as liaison with Speedway Children’s Charities and other academic, non-profit, and civic organizations
- Collaborate with corporate partnerships team with the execution of contractual needs
- Responsible for the oversight, management and regular engagement with the NSS Fan Council
- Assist with the recruitment and management of marketing department interns
- Other duties as assigned

MINIMUM REQUIREMENTS:

- One-to-three years of experience in marketing, communications, public relations and/or event production
- Excellent organizational skills and a strong attention to detail
- Superior verbal/written communications skills
- Strong leadership, project management and analytical skills
- A self-starter, energetic, resilient, enthusiastic and a determination to ensure that deliverables, timelines and objectives are achieved.
- Knowledge and ability to think strategically about brand building and revenue generation
- Entrepreneurial and optimistic spirit
- Ability to work well with multiple stakeholders across the company, agency and client organizations.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite and AP Style
- 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
- Bachelor's degree required

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

1. Cover letter
2. Resume
3. (3) Professional References

Submit requirements digitally to:
Nashville Superspeedway
Attn: Marketing Coordinator 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.