



**Job Description: Marketing Program Manager
Mat-Su 2024 Arctic Winter Games
902 E. Palmer-Wasilla Hwy, Palmer, AK 99645**

Arctic Winter Games Overview

The Mat-Su 2024 Arctic Winter Games Host Society was formed to plan and deliver a world class sporting and cultural event, welcoming 2,000 participants and an equal number of volunteers, from around the circumpolar north. This event includes 21 traditional indoor and outdoor winter sport competitions as well as a weeklong Indigenous cultural exchange program. The Mat-Su 2024 Arctic Winter Games will be held March 10-16, 2024.

Position Description

The Arctic Winter Games is a unique community based event that requires a substantial amount of public education and outreach. The 2024 Host Society has an Agency of Record (Element Agency), a well positioned Director of Marketing and Director of Public Relations and a working plan for media presence during Games week (Element Agency). This contract is currently managed by Host Society At-Large Director, Jillian Morrissey.

This position will work closely with Jillian to ensure internal staff needs are efficiently met through the contract with Element. They will also be responsible for coordinating closely with key volunteers to ensure other aspects of the Marketing and Public Relations work are well managed. The goal is to ensure a cohesive and comprehensive public outreach program is netting our organization the volunteers and donations necessary to make the Games a success. The reach of the Games is international and our outreach must reach that global audience. Finding ways for parents and spectators alike to participate in the Games, no matter where they are, is key.

Key Responsibilities

1. Ensure integration and coordination of activities across functional areas of Games development and execution
2. Create a series of plans that promote awareness of and provide information about Arctic Winter Games and it's programs
3. Respond to information requests and provide accurate and timely information to media and public
4. Produce and edit internal and external hard copy or electronic versions of publications, press releases, speeches and other written materials (including weekly and monthly newsletters)
5. Manage the development of Host Society publications, working with Element to ensure the products are well branded, consistent in content and information to relevant Games populations
6. Plan and execute strategy for Games Week media center (in conjunction with other functional areas, Venues, Care and Comfort)

7. Work closely with Signage Team to ensure cohesion (some work with AKDOT and other local government agencies may be required)
8. Work closely with Director of IT and Communications to develop and implement all required methods for internal and external communications
9. Work with lead photographer (contractor) to audit their plan and execute strategy for volunteer photographer pool
10. Oversee Ulu News team, with lead volunteers
11. Facilitate and oversee production of YearBook with Element (contractors in place)
12. Oversee Livestream Contract
13. Work Closely with Sponsorship to develop and ensure processes and deliverables are met where applicable
14. Organize Pre Games week and Games Week Media Briefings as required
15. Build awareness by developing relationships with local, national and international media outlets by providing content relevant to events pre games in order to convey our story

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. Additional duties may be assigned by the General Manager.

Position Requirements

1. Bachelor's degree in business, public relations, or applicable experience
2. Previous experience in marketing
3. Demonstrated success managing complex projects (i.e., conventions, conferences, galas), preferably both in-person and virtual, including timeline, team, and deliverable management.
4. Strong computer skills including G-Suite, Microsoft Suite (Excel, Word, Access) and project management software.
5. Exceptional communication and interpersonal skills. Ability to establish and maintain relationships (internal and external) is extremely important.
6. Exceptional time management and organizational skills and high attention to details.
7. Self-motivated to move the organization and mission forward.
8. Comfort and confidence working under pressure of deadlines and on multiple priorities at once.
9. Ability to maintain confidentiality of information.

Meetings and Games Period

1. Must have ability to be flexible in scheduling during M2 meetings (Sept. 25-28, 2023) and Games Week (March 10-16, 2024)

Salary: \$4,000/month

Position Type: Temporary, flexible scheduling due to some evening and weekend events.

Hybrid some remote work with an in office requirement for team meetings and events.

Part Time (July 2023 - January 2024)

Full Time (January 2024 - April 15, 2024)

Benefits not included

Closing Date: When Filled

To apply: Send cover letter and resume to Karen Lane, General Manager

Karen.Lane@awg2024.org