



## Marketing & Public Relations Manager

**Reports to:** Senior Director of Marketing and Communications

**Position Status:** Full-Time, Exempt

Founded in 1920, the [Salesmanship Club of Dallas](#) is a nonprofit service organization of more than 600 business leaders dedicated to building and repairing social emotional health for children through the programs of [Momentous Institute](#). The Salesmanship Club of Dallas has hosted the [AT&T Byron Nelson golf tournament for 50 years](#). The tournament has raised \$172.5 million for Momentous Institute since 1968. Each year, Momentous Institute directly serves 5,000 children and family members through its nationally acclaimed Momentous School, innovative therapeutic services, and research and training. With an emphasis on innovation, collaboration and training, Salesmanship Club offers a truly dynamic work environment.

### The Role

The Marketing & PR Manager is responsible for supporting the promotion and awareness of Momentous Institute and the AT&T Byron Nelson golf tournament through strategic thinking, across media and public relations, digital marketing, and events. This position will work closely with the Director of Marketing and Communications, Digital Specialist, Communications Specialist, and various internal and external stakeholders.

### Specific Projects and Responsibilities:

The job responsibilities for this position will include, but are not limited to:

- Support Marketing and Communications team on all special events for Momentous Institute and annual fundraiser (AT&T Byron Nelson golf tournament and week-of ancillary events) and broader program initiatives, communications, and events
- Support Marketing and Communications team to develop and communicate overall event strategies, planning and execution, and success measurement of events/experiences
- Own pre-event briefs and post event recap reports
- Track results and analyze data from events to evaluate ROI and help make decisions on future event investments
- Coordinate and support external PR agencies with media strategies to strategically position our events, brands, products, and executives with local, Dallas/Fort Worth, media, and relationship management
- Collaborate on key messaging for events, press releases, announcements, media interviews, and crisis response
- Work with Communications Specialist to plan, write, edit, and proofread content, including press releases, blog posts, thought leadership pieces, strategic messaging, event presentations, and more
- Stay on top of industry news, trends, and competitor announcements to inform strategy
- Act as media relations lead during organization's annual fundraising event, AT&T Byron Nelson
  - Manage and oversee all aspects of onsite tournament Media Center including, but not limited to: Point of contact for external PR agencies, consult with operations for media center build-out, review and oversee credentialing for all attending media, support catering needs, manage media gifting

**Requirements and Qualifications:**

This position requires the following personal and professional qualities/capabilities:

- A Bachelor's degree or higher in marketing, communications, events, or relevant field.
- Knowledge in project management and marketing
- Project management experience, planning, and executing projects within scope, cost, and schedule
- Excellent client service/interpersonal skills, including ability to communicate clearly in person and in writing
- Flexibility to deal with unanticipated projects that have tight turnaround times
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and external agencies
- Willingness to listen to feedback from others and find the best ways to incorporate diverse input

**Desired personal qualities:** integrity, enthusiasm, flexibility, ability to receive feedback, takes initiative, and a sense of humor.

**Physical Demands:**

- Requires to constantly communicate with others to exchange information.
- Requires the ability to assess the accuracy, neatness and thoroughness of the work assigned.
- Requires the ability to occasionally lift and moving objects up to 15 pounds.
- Constantly remaining in a stationary position, often standing, or sitting for prolonged periods.
- Occasionally adjusting or moving objects up to 20 pounds in all directions

**Interested:**

Applications are currently being accepted and the position will remain open until filled. Candidates from diverse backgrounds are encouraged to apply.

Please send letter of interest and resume to:

**Brooke Fedro**

Sr. Director of Marketing & Communications

[marketing@salesmanshipclub.org](mailto:marketing@salesmanshipclub.org)

[www.scdallas.org](http://www.scdallas.org)

Momentous Institute/ Salesmanship Club of Dallas maintain a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute/ Salesmanship Club of Dallas hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.