

JOB OPENINGS

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Current available jobs in **Sales & Marketing**:

- » [Manager, Athlete Development - IRONMAN \(Tampa, fl\)](#)
- » [Marketing Manager-Ironman University - IRONMAN \(Tampa, FL\)](#)
- » [Account Executive-Charity Partnerships - IRONMAN Foundation \(Tampa, FL\)](#)

Sales & Marketing: Marketing
Manager, Athlete Development - IRONMAN (Tampa, fl)



Manager, Athlete Development

Immediate Supervisor: Director, Athlete Development

FLSA: Exempt Department: Marketing

Summary Reporting to the Director of Athlete Development, the Manager of Athlete Development is responsible for the development and execution of the IRONMAN All World Athlete Program, the IRONMAN TriClub Program and the IRONKIDS Running Series to increase athlete counts and drive business growth.

- The IRONMAN All World Athlete Program rewards our athletes' hard work, dedication, and performance across IRONMAN and IRONMAN 70.3 racing with benefits based on the status earned from the prior year.
- The IRONMAN TriClub Program partners with over 850 clubs across the United States (global expansion in the fall of 2014) to drive club membership, provide networking opportunities within the club community and develop a club competition; benefits including podium awards, race entries, and VIP access.
- The U.S. IRONKIDS Series includes 35 children's running events associated with the IRONMAN and IRONMAN 70.3 event weekends. The mission is to inspire youth through sport and competition to lead active, positive and healthy lifestyles.

Key Responsibilities

1. Co-develop and execute the 2015 strategic plans to expand for the IRONMAN All World Athlete Program, TriClub Program, and IRONKIDS running series.
2. Manage the IRONMAN All World Athlete Program, including points calculations, benefits, and all marketing communication.
3. Manage the IRONMAN TriClub Program, including email communication strategy/execution, registration-driving initiatives, season point calculations, loyalty program and partnership integration.
4. Manage marketing and co-execution of the IRONKIDS running series, includes event marketing, community outreach, partnership integration, post-event analysis, and operations (medal, bib, T-shirt procurement/inventory management, on site kids zone, etc).
5. Develop a Best Practices Manual that can be sent to the event directors of our international and licensed events.
6. Assist with the on-site execution of the programs at our North American races.

JOB REQUIREMENTS Education and Work Experience

1. Bachelor's degree from four-year college or university, major in marketing, business, communication, or related field preferred
2. Minimum three years of related experience
3. Extensive travel during race season required

Skills and Knowledge

1. Strong oral and written communication skills
2. Knowledge of sports marketing, event planning and/or race operations
3. Knowledge of the sport of triathlon
4. Passion for IRONMAN – ideal candidate is an athlete and has an understanding of IRONMAN culture
5. Enthusiastic self-starter with an entrepreneurial spirit
6. Team player with a collaborative approach

The above declarations are not intended to be an "all inclusive" list of duties and responsibilities of the job described, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended only to describe the general nature of the job, and are a reasonable representation of its activities.

Note: When you apply for this job online, you will be required to answer the following questions:

1. What are your compensation requirements?

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Sales & Marketing: Marketing

Marketing Manager-Ironman University - IRONMAN (Tampa, FL)



Summary Athletes who participate in IRONMAN and IRONMAN 70.3 races spend months in race preparation. Roughly two thirds of these athletes will either hire a coach to help them manage their training schedule or will purchase

a training plan.

As the popularity of IRONMAN continues to grow globally, an increasing number of coaches are utilizing the IRONMAN brand to promote their coaching services. IRONMAN has a strong interest in ensuring that athletes who utilize coaches or IRONMAN branded training plans, are adequately prepared to participate in IRONMAN and IRONMAN 70.3 events.

To accomplish this, IRONMAN is developing IRONMAN University, an innovative, cutting edge on-line education and certification program that will become the leader in the application of universal coaching standards for IRONMAN and IRONMAN 70.3. IRONMAN University will also include athlete educational modules aimed at athletes and coaches of all abilities and experience.

The Marketing Manager – IRONMAN University will be responsible for drafting and executing the strategic marketing plan for the university.

Key Responsibilities

1. Working in conjunction with the Digital Content Manager, oversee the IMU website development coordinating sponsorship inclusions, development of course curriculum, and the e-commerce interface
2. Create and manage a program within the CRM to track compliance for recertification including the completion of CEU requirements.
3. Draft and execute the communication plan to drive awareness for the Coaching Certification Program including coordinating PR, content/editorial teams, social media and TriClub outreach.
4. Develop a lead generation strategy to achieve revenue goals.
5. Analyze race registration and athlete metrics to create recommendations for the Athlete Education program

Job Requirements

1. Bachelor's degree (B.A.) from four-year college or university with a major in marketing, public relations, or communications.
2. Minimum five (5) years of related experience and/or training; or equivalent combination of education and experience.

Skills and Knowledge

1. Experience with online analytics.
2. A proven track record of executing multi-channel marketing campaigns with particular focus on digital media and email communication.
3. Knowledge of CRM
4. Strong organizational skills
5. A proven track record of using technology to deliver and track marketing efforts. Demonstrates ability to interact and cooperate with all company employees.
6. Ability to maintain confidential information in a professional manner, be a team player, a multi-tasker and extremely organized.
7. Outstanding written and oral communication skills
8. Strong problem solving skills
9. Knowledge of the corporate structure of IRONMAN a plus.

Note: When you apply for this job online, you will be required to answer the following questions:

1. What are your total compensation requirements?

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Sales & Marketing: Corporate Sponsorship Sales
Account Executive-Charity Partnerships - IRONMAN Foundation (Tampa, FL)



ACCOUNT EXECUTIVE – CHARITY PARTNERSHIPS

Reports To: Executive Director – IRONMAN Foundation / Chief Sales Officer

Location: Tampa, FL

Status: Exempt Job

Objective: Responsible for the development & support of charity partnership program of North America as well as support of global partnership growth. Employee will be in a hybrid capacity of a Sales Account Executive and Partnership Services Manager. Works within the team structure towards the achievement of goals and growth in line with company vision and values. Establishes plans and strategies to expand the charity partner base in the target areas.

Responsibilities and Essential Functions:

- Follows a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Prepares plans and proposals for effective search of new partner leads and prospects.
- Maintains relationships with existing partners.
- Initiates and coordinates development of action plans to penetrate new markets.
- Provides timely feedback to senior management regarding performance.
- Provides timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to achieve goals.
- Prepare contractual agreements for partners in accordance with company policy
- Maintains accurate records of all sales and activity reports.
- Works with internal team to produce proposal presentations and RFP responses.

Adheres to all company policies, procedures and business ethics codes.

Relationships and Roles:

Internal / External Cooperation

- Meets or exceeds all activity standards for prospecting calls, appointments, presentations, proposals and closes.
- Sets example for IRONMAN NA Sales Team in areas of personal character, commitment, organizational and partnership skills, account management and work habits.

- Participates in regular calls with NA Sales Team to share best practices & discuss strategy.
- Maintains contact with all clients in the market area to ensure high levels of client satisfaction
- Demonstrates ability to interact and cooperate with all company employees.

Job Specifications:

- 2-3 years of experience in sales and account management
- Strong understanding of customer and market dynamics and requirements.
- Understanding of Endurance Sports
- Willingness to travel and work in a North American.
- Experience in nonprofits • Experience in “Endurance Fundraising Programs”
- At a minimum – Intermediate level knowledge of Microsoft Office products (Word, Excel, PowerPoint)
- Proven leadership and ability to drive metrics and manage account relationships.

Note: When you apply for this job online, you will be required to answer the following questions:

1. Do you have any experience in non profit? If so, how many years?
2. What are your compensation requirements?

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Races

ALL RACES
 IRONMAN
 IRONMAN 70.3
 Championships
 5150 and International

LOCATIONS

North America
 South America
 Europe
 Africa
 Asia-Pacific

Training

GET STARTED
 IRONMAN 101
 Kona Lottery & Legacy
 Rules
 FAQ

REACH YOUR GOALS

Training
 Nutrition
 Inspiration

Results

PAST COVERAGE
 AGE GROUP ATHLETES
 Rankings
 Legacy Programs
 Profiles

PRO ATHLETES

Rankings
 Race Recaps
 Profiles

News

ALL NEWS
 Inspiration
 Race Previews & Recaps
 Training
 Nutrition
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Foundation
 Pro Membership
 Anti-Doping
 IRONMAN XC

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