

Our mission at the Minnesota Vikings is to *Advance the Vikings legacy through the passionate pursuit of excellence.*

We strive to achieve, we put the team first, we seek to learn, we exhibit high character, and we are committed to a diverse, equitable and inclusive environment.

SUMMARY: The Minnesota Vikings are seeking an Experiential & Youth Marketing Associate who will assist with programs and initiatives that will develop the next generation of fans and help to grow the Vikings brand across the world. Additionally, this individual will aid in team marketing initiatives on game days, regional marketing events, and special Vikings team events. The ideal candidate will be prepared to deal with the fast-paced nature of the National Football League while becoming an effective team player within the Vikings Marketing Department.

In addition to the duties described above, the Experiential & Youth Marketing Associate will take part in the Vikings' exclusive **Leadership Development Program**. This program will provide regular opportunities for professional development, exposure to organizational leadership and the ability to develop skills critical for the Associate's future career growth. A fundamental part of the program will include clearly defined goals between the Associate and their Supervisor that will be tracked and measured for progress throughout the term of the program.

This is a temporary full-time position that will begin on June 3, 2024 and conclude on May 23, 2025, unless otherwise determined.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Assist with department database management and development, including working closely with the Vikings Data Analytics team to leverage known personas and identify opportunities for growth in fan insights.
- Manage Vikings Kids Club database and membership fulfillment, including data input, packing, shipping, and fan communication.
- Lead Vikings youth events throughout the year including, but not limited to, Halloween, Spring Jamboree, Viktor's Birthday, and Field Day.
- Support the Viktor mascot program initiatives through select prospect outreach and execution of school shows.
- Support the Minnesota Vikings Cheerleaders program by expanding brand reach through marketing events and content creation.
- Execute club activation for NFL initiatives such as PLAY 60 and Character Playbook programs.
- Assist with the planning and execution of fan activation at Vikings Training Camp.
- Assist in the oversight of Training Camp and Game Day Interns.
- Oversee the planning and execution of tailgate activations on Commons Park during Vikings home games.
- Collaborate with other department associates to execute activation at the Minnesota State Fair.
- Manage the Minnesota Vikings Kids Facebook group.
- Support global fan outreach through the Vikings Fleet program.
- Assist in the execution of the Vikings College Ambassador program including brainstorming content ideas, communicating with ambassadors, and staffing events.
- Collaborate with the corporate partnerships team to ideate and execute enriching partner activations related to fan engagement & youth programming.
- Assist in growing existing marketing programs and developing new programs to enhance youth outreach and fan engagement through digital content and live initiatives driven by fan insights.
- Support marketing activations at additional Vikings and regional events, including possible travel.

QUALIFICATION REQUIREMENTS

- Bachelor's Degree preferred, or equivalent combination of education, training, and experience.
- Relevant experiences in sports marketing is preferred.
- The ability and desire to work long, flexible hours including evenings, weekends and holidays.
- Must be a detail-oriented, positive team player with strong communication, organizational, interpersonal, and multi-tasking skills.
- Desire to learn and advance knowledge and skills within the professional sports industry.
- Familiarity with Office computer software will be required.

CONFIDENTIALITY REQUIREMENTS: This position may require the individual to have access to confidential records and information. To successfully perform this position, confidentiality of the information with which the individual has contact must be maintained.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The ability to stand or walk for long periods of time.
- The ability to sit at a desk for long periods of time.
- Lifting up to 50 lbs. may be required for transportation of equipment

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office setting for regular office hours.
- Events will vary from game day at U.S. Bank Stadium to other youth programs, fan engagement initiatives, and team events including, but not limited to, Training Camp and Draft.

The Minnesota Vikings are committed to creating and sustaining a culture for you. Whoever you are, we are an organization that embraces and empowers people of all backgrounds and experiences and incorporate diversity, equity, and inclusion into the foundation of everything we do. We are proud to have a culture that empowers our people to harness their uniqueness to develop their full potential as a contributor to the success of the organization and the communities we serve. The Minnesota Vikings are an equal opportunity employer, and we continue to commit to creating equitable opportunities by ensuring that our place can be anyone's place.