



JOB TITLE: Community Engagement & Public Relations Coordinator
SALARY GRADE:
PAY STATUS: Exempt
DIVISION: Marketing & Communications
REPORTING TO: Director of Marketing, Communications & Community Engagement
NO. OF POSITIONS: One
DATE: October 2021
POSITION LOCATION: Nashville Superspeedway in Lebanon, Tenn.

ABOUT THE ROLE:

The Nashville Superspeedway is seeking a Community Engagement and Public Relations Coordinator to play an integral role in the growth of our organization by assisting to develop and execute innovative and impactful community partnerships and public relations strategies.

With guidance from the Director of Marketing, Communications & Community Engagement, we will build authentic relationships with key stakeholders in the civic, non-profit, sports, academic and business communities to build meaningful brand equity and socially impactful partnerships. Additionally, the Coordinator will help to implement and execute a comprehensive plan to increase the Nashville Superspeedway's brand awareness locally, regionally and nationally through impactful storytelling, outreach and networking.

The Coordinator will also work in close coordination with marketing, ticketing and corporate partnerships leads, to maximize media results, social impact and brand recognition.

WHAT WILL YOU DO:

- Build authentic relationships with local community and youth organizations to position the track's brand in a meaningful way.
- Serve as the day-to-day point of contact between the track and academic, non-profit, and civic organizations.
- Work with Nashville Superspeedway executives to build the track's community partnership platform, including development of assets, selection of organizations and successful activation of partnerships.
- Execute the track's community partnerships to make a meaningful impact in the community and create mutually beneficial value for the track's brand.
- Ensure maximum exposure for the track's involvement in grassroots marketing efforts, fan/community relations events and social responsibility efforts.
- Assist with integration of ticketing elements and opportunities into community partnerships to drive attendance.
- Support our executives during media, community and civic engagement appearances.
- Support and assist with other scheduled fan engagement events with the organization.
- Maintain communications and community engagement calendars.
- Assist the Director of Marketing, Communications & Community Engagement in the creation, formulation and execution of a comprehensive PR and communication engagement strategy across multiple platforms.
- Cultivate strong relationships with key media, influencers, VIPs and dignitaries.

- Assist with production of content, primarily in the form of written press releases, advisories, and content for social media/digital channels
- Draft and maintain venue fact sheets and personnel bios as needed.
- Maintain press clippings and assist with organization of Nashville Superspeedway collateral material to effectively publicize the track.
- Work with the Director, Marketing and Communications on formulating pitches to introduce our brand, events and initiatives to the public and media.
- Other duties as assigned.

WHAT YOU WILL BRING:

- Between 2-5 years of public relations or related experience with an emphasis on communication skills, social media savvy and knowledge of consumer-facing sports (including motorsports, media or entertainment industries.)
- Entrepreneurial and optimistic spirit.
- 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 through partnerships with other organizations.
- Ability to work well with multiple stakeholders across the company, agency and client organizations.
- A passion for the community and a desire to develop ways to make an impact with local organizations.
- Specific experience in the development and execution of events and marketing partnership activations preferred.
- Experience dealing with media at press conferences, junkets and/or at events.
- Excellent organizational skills and a strong attention to detail.
- Superior verbal/written communications skills.
- Knowledge of Nashville market, contacts in media, community and nonprofit organizations preferred.
- Position requires ability to attend evening and weekend events.
- BS required.

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 Dover International Speedway is an equal opportunity employer.

HOW TO APPLY:

[CLICK HERE](#) to apply for this position.

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	
	Color Perception (Red /Green)		Climb, Ascend, Descend Stairs	Bend, stoop, kneel 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
X	Reading – Complex	X	Writing – Complex	X
	Clerical	X	Basic Math Skills	
				Analysis / Comprehension Judgment / Decision Making

Work Environment				
X	Shift Work		Outside	
	Works Alone		Extreme Heat	Pressurized Equipment 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
<p>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.</p>