

## Job Opportunity: Graphic & Digital Content Coordinator



### **GREEN SAVOREE RACING PROMOTIONS**

Green Savoree Racing Promotions II, LLC (“GSRP”) is an Indianapolis-based motorsports event ownership and management company whose subsidiaries (“GSRPS”) own, operate and promote race properties in Lexington, Ohio, home of Mid-Ohio Sports Car Course and The Mid-Ohio School, Portland, Oregon, St. Petersburg, Florida, and Toronto, Ontario, Canada. These events provide a festival experience and showcase some of the most exciting racing series in the world including the NTT INDYCAR SERIES, NASCAR Xfinity Series, NASCAR CRAFTSMAN Truck Series, INDY NXT by Firestone, the USF Pro Championships Presented by Cooper Tires open-wheel development series, ARCA Menards Series, IMSA and more. In working together since 1993, co-owners Kim Green and Kevin Savoree have won four INDYCAR championships, three Indianapolis 500 races and the 12 Hours of Sebring as team principals, and established the first INDYCAR street race in 2004. More information about the company, its subsidiaries, and these events is available on the event websites at [gpstpete.com](http://gpstpete.com), [hondaindy.com](http://hondaindy.com), [midohio.com](http://midohio.com), [NASCARPortland.com](http://NASCARPortland.com) and [portlandgp.com](http://portlandgp.com).

### **OVERVIEW**

**Title:** Graphic & Digital Content Coordinator

**Location\*:** Carmel, IN (Indianapolis)  
Lexington, OH  
Portland, OR  
St. Petersburg, FL  
Fully Remote – possible consideration for ideal candidate  
\* One (1) position is available amongst all listed locations

**Position Type:** Full Time - Employee

**Application Deadline:** December 11, 2022

**Ideal Start Date:** January 2023

### **RESPONSIBILITIES**

- Create all graphic and digital content for the GSRPS’ properties to brand standards including advertising, fan communications, sponsor presentations, etc. which evokes a strong call to action for the audience
- Develop brand standards and guides for internal and external use
- Create comprehensive logos and kits along with the associated logo use guidelines
- Work cooperatively with marketing, operations, sales, and ticketing & credentials teams as required to design pieces, creative materials and presentations
- Maintain property websites – webpage and graphic creation
- Publications design – digital fan guides, souvenir programs
- Organize digital assets on Google Suite including photos, videos and logos

- Support special assignments as requested by leadership
- Assist with post-event report and analysis presentations to share with leadership and partners
- Maintain knowledge and stay current on digital marketing trends which impacts design best practices
- Guidance for visual imagery to event photographers
- Daily posting on social media accounts on various platforms including Facebook, Twitter, Instagram, LinkedIn, YouTube amongst other accounts to engage and grow audiences. This will include writing, editing, publishing, and updating content on the pages, ensuring content is consistent and on brand. Both proactive queue management and on a reactive basis.
- Daily tasks including, but not limited to participation in meetings, organizing, prioritizing projects, creating, and brainstorming
- Remote or in-person event weekend support as assigned

### **QUALIFICATIONS**

- Bachelor's degree or equivalent degree in design
- Minimum of one (1) year experience working in marketing – preferably within sports, events and/or entertainment
- Strong communication, relationship management and presentation skills
- Excellent time management and organizational skills
- Ability to work flexible hours in a fast-paced environment and meet time-certain deadlines
- Adapt to ever changing needs and priorities
- Capable of working independently and as part of a team, ability to self-motivate and work well with minimal supervision
- Must be available to work during event weekends (remote availability mandatory but travel possible upon advance request)
- Must carry a valid driver's license and passport with the ability to travel to Canada if needed
- Some motorsport knowledge is considered to be an asset

### **SKILLS**

- Proficient with computers and basic programs like MS-Office, Google Suite applications
- Graphic skills: experience and competency in Adobe Photoshop, Illustrator, etc .. (with examples of work)
- Technical and digital skills: experience and knowledge in webpage management & PowerPoint
- Understanding and experience in marketing
- Proficiency in social media (strategizing and execution)
- Strong editing skills for both copywriting and visual consistency
- Exposure to video editing considered to be a plus

### **CONTACT**

Green Savoree Racing Promotions  
 10439 Commerce Drive, #100  
 Carmel, Indiana 46032  
 Email: [marketing@greensavoree.com](mailto:marketing@greensavoree.com)

Please forward cover letter, resume and portfolio examples by email to the above contact by December 11, 2022.

**GSRP AND GSRPS thank all applicants, but only those selected for an interview will be contacted.**

## **EMPLOYMENT PRACTICES**

GSRP and GSRPS are equal opportunity employers. We do not discriminate against any applicant for employment or any employee because of age, sex, sexual orientation, disability, national origin, race, color, religion, pregnancy, veteran status, or any other protected characteristic as outlined by federal, state or local laws.

**This policy applies to all employment practices within our organization. We make hiring decisions based solely on qualifications, merit and business needs.**