



Marketing and Inventory Manager

Principal person in charge of marketing and inventory management for all programs. This person oversees creating and instituting marketing plans, producing newsletters, updating the websites, developing inventory designs and maintaining brand consistency for all Hoopfest programming.

Reports to: Executive Director

Schedule: Full-time

Posting Date: 3/31/25 – 4/11/25

Salary: Commensurate with qualifications and experience

Summary of Key Responsibilities:

Responsibilities and essential job functions include, but are not limited to the following:

Marketing & Communications

- Develop and implement comprehensive marketing strategies for Hoopfest, the Hoopfest Youth League, and all other affiliated events.
- Manage and update content across organizational websites (SpokaneHoopfest.net & HoopfestUSA.com)
- Oversee the design and production of printed and digital marketing materials, including entry forms, event guides, maps, press releases, volunteer forms, and promotional posters.
- Capture and curate event photography and video content for promotional and archival purposes.
- Create and distribute digital communications via newsletters (MailChimp) and social media platforms (Instagram, Facebook, LinkedIn) to engage participants and stakeholders.

Merchandising & Retail Management

- Collaborate with the Executive Director to execute a merchandising plan for all activities, including but not limited to the Hoopfest Store, Hoopfest player & volunteer gear, HYL player shirts, etc.
- Forecast inventory demand, coordinate orders with vendors, and manage inventory for all event-related merchandise.
- Partner with graphic designers to develop exclusive merchandise and apparel designs.

- Conduct pre- and post-event inventory reconciliation, track unsold stock, and assess merchandising performance.

Event Operations & Team Management

- Organize Hoopfest tournament services and oversee the Operating Committee chairperson in the following areas:
 - Merchandise Tents
- Supervise and train “Retail & Inventory Management Intern” to ensure smooth operations of the Hoopfest Store during the Hoopfest event weekend.
- Lead the recruitment and hiring process for fall, spring, and summer interns, providing guidance and mentorship

Qualifications/Requirements

- Bachelor’s degree
- At least 1-3 year of relevant work experience
- Demonstrated experience working in collaboration with teams
- Knowledge/experience with Marketing, Graphic Design, Inventory Management, Leadership
- Strong written/verbal communication skills
- Demonstrated ability to learn new skills
- Flexibility of work schedule especially around May-June

Resumes and Cover Letters please submit online or send by email: riley@spokanehoopfest.net

About Spokane Hoopfest Association

Established in 1990, Spokane Hoopfest organizes and produces the world’s largest annual 3-on-3 basketball tournament that brings thousands of visitors and millions of dollars to town every June. In addition, it manages Spokane Regional Basketball (the area’s premier recreational league for 7th through 8th grade boys and girls), the Hooptown Youth League (a new basketball league that has competition levels from recreational through advanced competitive for grades K-6th) and Hooptown Elite (AAU’s traveling teams). Hoopfest has a \$47 million impact on the Spokane economy and has donated over \$1.8+ million to local charities since 1990. Hoopfest 2025 is scheduled for June 28 & 29.