Director, Athletics Marketing and Promotions

Job Code 00001517

General Description
Responsible for marketing and generating funds for all of the NCAA intercollegiate sports for the university.

Examples of Duties
Maintain corporate sponsorship program.
Prepare marketing plans.
Oversee game management for all home events.
Maintain Gift-in-Kind program.
Create ticketing sales strategies.
Develop season and single game ticket brochures.
Execute promotions of home events.
Raise funds for program.
Coordinate spirit groups.
Coordinate advertising theme.
Supervise interns and student workers.
Assist in the development of various programs and projects.
Assist in monitoring the collegiate licensing contract.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: Marketing principles and techniques; basic math.

Skill in: Interacting courteously with others; establishing rapport with a variety of clients; communicating effectively with others; allocating operation budget; developing and implementing strategies to increase corporate sponsorship revenue and ticket sales; conducting meetings.

Ability to: Interpret manuals, reports, and proposals; write accurate reports, proposals, and advertisements; design, implement, and negotiate contracts; develop marketing plans.

Educational Experience
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements