

Mercyhurst University
ASSISTANT ATHLETIC DIRECTOR FOR MARKETING AND PROMOTIONS

OVERVIEW

- Full-time, senior staff position reporting to the Director of Athletics
- Create and implement the department's overall marketing and promotional strategy with a major emphasis on game experience.
- Develop ticket marketing plans within budgetary requirements for selected sports in order to promote attendance (student & community) and generate revenue
- Oversight and management of fan experience at revenue-driven programs, including game day scripts for PA and music. Coordinate efforts with campus and internal groups related to game day.
- Significant involvement in overall departmental strategic planning
- Manage necessary contracts for ticket software packages that best serve the athletics department, including a means by which tickets may be sold on-line.
- Coordinate the dissemination of information to various athletic teams to create excitement and attendance at selected sports; use of social media, email blasts, on-line advertising, and new technology to reach various groups
- Design, develop, write and edit all promotional publications as needed.
- Interview, hire, schedule and train student workers; ensure that students are learning skills while assisting in day-to-day and game day activities
- Compliance with all NCAA, Atlantic Hockey, CHA, PSAC and University rules and regulations
- Other duties as assigned.

QUALIFICATIONS

- Bachelor's degree required, Master's Degree preferred.
- 2-4 years' experience working in collegiate athletics with experience in marketing, ticketing or corporate sales preferred
- Graphic design skills required
- New Media experience preferred
- Excellent communication and organizational skills required
- Ability to work nights, weekends and holidays as needed around game schedule
- Ability to work independently, with minimal supervision and excellent time management skills is required.
- Ability to handle multiple priorities in a fast-paced environment required.

Interested candidates can send cover letter, resume and three work-related references to: Mercyhurst University, Attn: Human Resources, 501 E. 38th Street, Erie, PA 16546 or by email to hrinfo@mercyhurst.edu.

Mercyhurst University is an Equal Employment Opportunity Employer that encourages members of diverse groups to apply.