



Assistant Athletic Director - External

Department: Athletics Administration
Status: Exempt, Full Time
Closes: Open until filled

Reports To: Athletic Director
Classification: Administrator

POSITION SUMMARY

The Assistant Athletic Director for External Operations is a key member of the Mercyhurst Athletics leadership team, responsible for driving revenue growth, building the Lakers brand, and elevating the fan experience across all sports. This position leads the department's marketing and promotional strategy, oversees athletic communications, manages ticketing operations, and cultivates corporate partnerships that support the financial health of the program. The successful candidate will bring energy, creativity, and a proven track record in collegiate athletics marketing to a dynamic and growing Division I program.

DUTIES AND RESPONSIBILITIES

Fan Engagement

- Create and implement the department's overall marketing and promotional strategy with an emphasis on enhancing the game day experience and strengthening the Mercyhurst Lakers brand.
- Develop marketing plans for selected sports in order to promote community attendance and generate revenue.
- Coordinate efforts with campus and athletics groups related to game day to encourage student attendance.
- Activate promotions and in game contests involving fans.
- Organize community appearances by student athletes and staff.

Athletic Communications

- Provide supervision and guidance to the athletic communications department.
- Provide content to communications staff to support marketing of athletics including but not limited to social media graphics, video board slides, PA scripts and advertising elements.

Corporate Partnerships

- Ensure that all corporate fulfillment in venues and during contests is completed.
- Solicit attendance from and host corporate groups at games.
- Work in conjunction with campus advancement office to secure corporate sponsorships.

Athletics Administrator

- Member of athletic administrative team that is involved in department strategic planning.
- Serve as sport administrator for assigned teams.
- Work in conjunction with the internal operations staff to plan and execute special events for athletics.
- Recruit, hire, train and supervise student employees and interns.

Ticketing

- Execute the day to day ticketing operations for the athletic department including single game tickets, season tickets and group sales.



- Manage necessary contracts for ticket software packages that best serve the athletics department, including a means by which tickets may be sold on-line.

EDUCATION AND EXPERIENCE

- Bachelor's degree required; master's degree preferred in sports management, higher education, business, or related field.
- At least 2 years of experience in collegiate athletics setting preferred.

KNOWLEDGE AND SKILLS

- Excellent written and verbal communication skills.
- Proficiency with digital marketing and social media platforms.
- Data analytics skills.
- Demonstrated ability to grown revenue and/or attendance.
- A passion for collegiate athletics and marketing.
- Ability to work independently and as part of a team.
- Ability to work flexible hours, including evenings and weekends for game day responsibilities.

APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled or until date indicated above. Send cover letter, resume and 3 work-related references to:

Human Resources Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu

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Candidates must be currently eligible to work in the United States.