

Mercyhurst University Job Description

Job Title:	Coordinator for Marketing & Ticketing
Department:	Athletic Administration
Location:	Erie
Reports to:	Director of Athletics - Erie
VP:	Student Life
Classification:	Administration
FLSA:	Exempt
Status:	Full-Time
Term:	10 Month (August 1 – May 31)

PRIMARY DUTIES: Include but are not limited to:

- Serve as a member of the external affairs staff, planning, implementing, and executing activities to improve revenue, game atmosphere, brand awareness and attendance at all Mercyhurst athletic events.
- Schedule, supervise, manage and train 5-15 work-study employees, practicum students, interns and volunteers to assist with creation and implementation of all aspects of sports marketing and promotional efforts
- Work independently to coordinate and supervise all in-game, halftime, and special event promotions, include planning, design, and execution of strategies to improve student support, crowd awareness and game day environment.
- Formulate the development and design of all marketing materials.
- Coordinate the design for advertisements, posters, schedule cards, schedule magnets, flyers, newsletters, brochures and other publications as needed
- Create and implement ticket programs for season tickets, individual game day sales, and group packages.
- Manage business operations for all aspects of ticket sales -- Division I men's and women's hockey, Division II football, basketball, and other programs as needed.
- Work with Head Coaches to organize community outreach and engagement activities for student-athletes.
- Manage game day experience, including anthem singers, in-game entertainment and more.
- Compliance with all NCAA, Atlantic Hockey, PSAC and University rules and regulations
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree required, Master's Degree preferred.
- 1-2 years' experience working in collegiate athletics with experience in ticketing and marketing preferred.
- New Media experience (Twitter, Facebook, etc.) preferred.
- Graphic design skills 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.

APPLICATION PROCESS:

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

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

This is a clearance required position. All applicants must be eligible to work in the United States.

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