UNIVERSITY OF RHODE ISLAND  
Position Description

TITLE: Assistant Director, Athletics/Marketing, Advertising & Ticket Sales

DIVISION: Student Development (Athletics)

REPORTS TO: Director, Athletics

GRADE: 12

SUPERVISES: Marketing Assistants, support staff, interns, and student workers

BASIC FUNCTION:

Direct, develop, and lead all aggressive marketing, advertising, and ticket sales initiatives for the Department of Intercollegiate Athletics. Recommend and implement strategies for marketing athletic programs that serve to enhance the Department’s and the University’s image among its internal and external stakeholders. Monitor the multimedia rights holder’s activities to ensure proper marketing and corporate sales efforts working closely with Learfield Sports staff. Direct all in-game entertainment and branding initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Direct and develop all of the marketing initiatives, campaigns, and concepts throughout the Department to ensure marketing effectiveness and a consistent application of the external brand.

Lead the generation of season ticket and group sales efforts with the goal of increasing the fan entertainment value and the generation of revenue for URI Athletics.

Develop and coordinate advertising concepts for media buys, including traditional and new media (TV, radio, billboards, videos, magazine, newspaper, etc.)

Write marketing copy for advertising concepts. Act as the liaison to the creative services vendors.

Develop and execute an innovative and realistic marketing plan for all 18 Division I programs, while placing an emphasis on the revenue-generating programs.

Oversee the planning, coordination, and implementation of all pre-game, in-game, and post-game promotions and entertainment.

Direct the Department’s ongoing branding initiatives and strategies.

Identify new revenue streams to promote the Department’s brand/market position and message to key audiences.

Develop and maintain a cohesive presence for the Department to utilize new media/social media channels, digital marketing, and email solicitations.
Develop and execute individual sports marketing plans for implementation by interns.

Work with marketing staff in the development of promotional collateral materials.

Develop and execute men’s basketball, women’s basketball, and football marketing plans.

Develop and implement community outreach programs and ‘Meet-and-Greet’ programming.

Develop and coordinate a men’s basketball, football, and women’s basketball head coach statewide speaking program.

Coordinate ‘Rhode to Success’ and ‘National Girls and Women in Sports’ game promotions.

Develop and execute men’s basketball, women’s basketball, and football ticket sales plans with emphasis on season and groups, tickets to businesses, youth and other affinity groups.

Serve on NCAA Women’s Basketball Regional Championship Committee, and oversee implementation of ‘Adopt a School’ programming.

Create programming and event budgets, project revenue and other outcomes, and post event and year-end summaries.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties and assignments as directed.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers and printers; word processing software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor’s degree; demonstrated strong interpersonal skills; minimum of three years of full-time experience in Division 1 college athletics in the areas of athletic marketing (not including graduate assistantships or unpaid internships or undergraduate work) or minimum of 5 years of full-time experience in Division 2 college athletics in the areas of athletic marketing, or minimum of 5 years of full-time experience in professional sports marketing; demonstrated strong written and verbal communication skills; demonstrated ability to organize, coordinate and supervise support staff; ability to interpret institutional policies, plans and objectives, rules and regulations, and to communicate the interpretations to others, including volunteers; demonstrated ability to work with diverse groups.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.