

Class Code.....0140
Position #: (PSA) ...
Developed by:.....GB
Reviewed by:.....LK
Approved by:.....LK
Date:.....3/10

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Athletics/Marketing & Promotions
DIVISION: Student Development (Athletics)
REPORTS TO: Deputy Director, Athletics
GRADE: 9
SUPERVISES: Marketing Assistant; Interns and Student Volunteers

BASIC FUNCTION:

Develop, coordinate and implement an aggressive marketing and promotions program for the Department of Intercollegiate Athletics and all programs associated with Athletics.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Work with the Deputy Director of Athletics and the Executive Director of Business Development on the immediate and long-range marketing and corporate and media sales efforts of the department.

Assist with the fulfillment of all corporate partner contractual obligations.

Design marketing and promotional collateral materials and ad campaigns that will increase ticket revenue and fan participation.

Develop and execute a manageable and creative Marketing and Promotions Plan for all 18 Division 1 programs, with emphasis on revenue-generating events.

Oversee the planning, coordination and implementation of all pregame, in-game, and post-game promotions and operations.

Maintain Corporate Partner, Fan Center and Spirit Group sections of GoRhody.com, the official website of URI Athletics.

Serve as staff liaison and oversee all URI Spirit Groups, including band, cheerleaders, dance team, mascot and student booster group.

Work with campus leaders to engage the student body to participate in and attend URI Athletics events.

Hire, train, schedule and supervise departmental interns and student volunteers.

Plan and implement numerous departmental and team-specific special events, including department-wide and team-specific community relations efforts.

OTHER DUTIES AND RESPONSIBILITIES:

Assist with the generation of season and group ticket sales and other duties as assigned, all with the goal of increasing fan attendance and retention, escalating fan entertainment value, and generating revenue for URI Athletics.

Communicate/liaison with outside groups and vendors/sponsors for the purpose of athletic game marketing and promotions.

Work with businesses, schools, youth organizations and other community groups to drive attendance and ticket sales, promote departmental activities, and broaden the reach of URI Athletics.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree in sports management, marketing or related field; minimum of three years of experience in marketing, promotions, or communications; proficiency in the use of computer and Internet technology, as well as desktop publishing; demonstrated ability to develop, organize, coordinate, supervise, and mentor support and professional staff and student staff; excellent organizational and communication skills; ability to work independently; ability to work evenings and weekends, based on game schedules.

Preferred: Minimum of three years of experience in marketing, promotions, or communications in NCAA Division 1 and/or affiliate conference or professional sports association; master's degree; experience with Adobe Photoshop and InDesign, as well as website editing (Netitor).

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