

Director of Marketing, Athletics  
University at Buffalo, The State University of New York

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Downloaded On: Jul. 17, 2024 2:12pm

Posted Sep. 8, 2023, set to expire Aug. 4, 2024

<b>Job Title</b>	Director of Marketing, Athletics
<b>Department</b>	Intercollegiate Athletics
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	Sep. 8, 2023
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager
<b>Academic Field(s)</b>	Athletics and Recreation Services
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/45004">https://www.ubjobs.buffalo.edu/postings/45004</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

#### Position Summary

The **Director of Marketing** will oversee the development and implementation of marketing plans to increase ticket sales for football, basketball and wrestling in coordination with the Associate Athletic Director for External Affairs.

#### Duties and Responsibilities:

- Oversee the design of all creative marketing and advertising elements to promote awareness and ticket sales for UB revenue sports including all marketing collateral, website, and Bulls TV content.
- Provide creative input and ensure that marketing and advertising elements have

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consistency across all mediums-Radio, TV, Print, Outdoor, Web and Mobile. Provide oversight, direction and assistance in the implementation of programs to increase student, faculty and staff attendance for football and basketball.

- Develop and implement marketing strategies to increase ticket sales for football, basketball and wrestling in coordination with the Associate Athletic Director for External Affairs.
- Plan/schedule game day special events to accelerate/accent ticket sales to UB football and basketball games.
- Implement marketing awareness program to increase student attendance for football and basketball.
- Mirror all marketing activity on and offline in coordination with the Associate Athletic Director for External Affairs.
- Ensure contractual goals are met and required resources are provided to deliver on ticket revenue goals.
- Attend weekly meetings with the External Relations Committee.
- Supervise student staff, marketing interns and volunteers.
- Oversee the development of all promotional and event presentation elements for football, basketball and wrestling.
- Provide coordination with sponsorship marketing activation.
- Provide oversight to the Division of Athletics on trademarks and licensing.
- Oversee and coordinate with licensed vendors and manage retail ventures for the Division of Athletics.

### **Outstanding Benefits Package**

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit – all in an effort to support your work-life effectiveness. Visit our benefits website to learn about our [benefit packages](#).

### **About The University at Buffalo**

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

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University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

**Minimum Qualifications**

- Bachelor's Degree.
- A minimum of 2 years directly related marketing experience.
- Excellent communication and organizational skills.
- Must be available to work evenings, and weekends.

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**