

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

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Posted Jan. 11, 2024, set to expire Aug. 4, 2024

Job Title	Director of Marketing, Intercollegiate Athletics
Department	Intercollegiate Athletics
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Jan. 11, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Athletics and Recreation Services
Job Website	https://www.ubjobs.buffalo.edu/postings/47492
Apply By Email	
Job Description	

Position Summary

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The **Director of Marketing** will report to the Associate Athletic Director of External Affairs and work collaboratively within the External Operations team, including athletic communications, marketing & ticket sales, Learfield, and broadcast production staff to enhance the Bulls Athletics brand. The incumbent will oversee the marketing plan development and implementation, sponsor activation and game presentation for Volleyball and Men's Basketball. The Director of Marketing will also collaborate with the Associate Athletic Director of External Affairs to establish creative marketing and advertising strategies centered around maximizing revenue generation.

Duties and Responsibilities:

- Direct oversight of a Marketing Assistant and Student Interns responsible for Women's Basketball, Wrestling, Soccer and Softball marketing.
- Collaborate with Broadcasting & Production unit to create TV and radio spots that promote ticket sales, as well as creative in-game video elements that maximize both student-athlete and fan experience.
- Direct involvement in creative fan engagement and branding initiatives.
- Collaborate with the Athletic Ticket Office to develop ticket sales campaigns and identify new prospects to maximize revenue generation.
- Assist with the student-athlete end of year awards banquet.
- Oversee the Mascot Program.

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. We support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more 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](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our

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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 required.
- Knowledge of trends and industry standards within college athletics marketing and design.
- Excellent communication and organizational skills required.
- Must be available to work evenings, and weekends.
- Ability to develop and maintain professional relationships with internal and external constituents.

Preferred Qualifications

- Ability to meet project deadlines with accuracy and quality.
- Ability to multi-task and manage multiple projects.
- Ability to handle constructive criticism and accept input from multiple stakeholders and translate the feedback into cohesive, strategic design work.
- Ability to think outside-the-box to evolve and progress marketing initiatives.
- Ability and willingness to work nights and weekends as needed.

Contact Information

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

Contact