

## Marketing Assistant, Athletics University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=254118>

Downloaded On: Mar. 12, 2025 10:35pm

Posted Mar. 6, 2025, set to expire Apr. 3, 2025

<b>Job Title</b>	Marketing Assistant, Athletics
<b>Department</b>	
<b>Institution</b>	University at Buffalo Buffalo, New York
<b>Date Posted</b>	Mar. 6, 2025
<b>Application Deadline</b>	04/03/2025
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Classified Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing Athletics and Recreation Services
<b>Apply Online Here</b>	<a href="https://apptrkr.com/6054864">https://apptrkr.com/6054864</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

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### Marketing Assistant, Athletics

#### Position Information

**Position Title:** Marketing Assistant, Athletics

**Department:** Intercollegiate Athletics

**Posting Link:** <https://www.ubjobs.buffalo.edu/postings/56103>

**Job Type:** Full-Time

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### Posting Detail Information

#### Position Summary

The **Marketing Assistant** for the [Athletics](#) department will be responsible for leading marketing efforts, digital strategy and content creation across all platforms for select sports.

#### Job Duties and Responsibilities:

Assist in the development of comprehensive marketing campaigns and promotional efforts.

- Concentrating on increasing attendance at athletic events, revenue generation (ticket sales, corporate sponsorship activation, merchandise sales, etc.), and increasing the overall brand footprint of Bulls Athletics.
- Reporting to the Associate Athletic Director of External Affairs, work collaboratively within the External Operations team, including athletic communications, marketing & ticket sales, Learfield, and broadcast production staff to enhance the Bulls Athletics brand.
- Work closely with campus partners on projects throughout the year.

#### Learn more:

- Our [benefits](#), where we prioritize your well-being and success to enhance every aspect of your life.
- Being a part of the [University at Buffalo community](#).

*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

- Associates degree.
- Experience with Adobe Creative Suite (photoshop, illustrator).
- Knowledge of trends and industry standards within college athletics marketing and design.
- Ability to develop and maintain professional relationships with internal and external constituents.
- Demonstrate excellent verbal and written communication skills.
- Demonstrate strong attention to detail and organizational skills.

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- 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.

### Salary Range

\$44,188

### Special Instructions Summary

### Is a background check required for this posting?

Yes

### Contact Information

**Contact's Name:** Heather Cooper

**Contact's Pronouns:**

**Contact's Title:** Associate Athletic Director for Human Resources

**Contact's Email:** hrgibbs@buffalo.edu

**Contact's Phone:** 716-645-3842

### Posting Dates

**Posted:** 03/05/2025

**Deadline for Applicants:**

**Date to be filled:** 04/04/2025



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**Contact Information**

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

**Contact**

N/A

University at Buffalo

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