

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

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

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

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

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