

# Marketing Coordinator – Ohio State Ticket Solutions

**Location:** Columbus, OH 43215

**Department:** Sales/Business Development - Tickets and Seating

Learfield IMG College is the leading media and technology services company in intercollegiate athletics. The company unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions for fan engagement. The Learfield IMG College suite of services includes licensing and multimedia sponsorship management; publishing, audio, digital and social media; data analytics; ticketing, ticket sales and professional concessions expertise; branding; campus-wide business and sponsorship development; and venue technology systems.

Headquartered in Plano, Texas, the company has long had the privilege of being an advocate for intercollegiate athletics and the student-athlete experience. Since 2008, it has served as title sponsor for the acclaimed Learfield IMG College Directors' Cup, supporting athletic departments across all divisions.

Our people-friendly culture is a hallmark of our style and approach to business and is rooted in values demonstrating intentional and active care for other people. The company and its employees strive each day to live by the company's value statement: "build the team, grow the company, have fun, love and serve others."

Founded in 2011 on the people principles of Character, Capacity and Commitment, Learfield IMG College Ticket Solutions represents over 40 collegiate athletic departments, professional sports teams and related industry organizations nationwide with on-site sales, fundraising, and analytics personnel. The company delivers a total revenue solution through staff development, high-value expertise, and engaged fan relationships. As

the sports industry and fan behavior continues to evolve, Ticket Solutions remains at the forefront of business intelligence through many of its national relationships, leading to increased revenues for teams across the country. The Ohio State Athletics ticket sales team is Learfield IMG College's local, dedicated entity representing Ohio State Athletics. In complete collaboration with Ohio State, this team is committed through first class professionalism to building top notch relationships extending the affinity of the brand to fans, donors, businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate sports fan base. As the exclusive outbound arm for Ohio State Athletics, the ticket sales team manages many of the sales efforts for ticketed sports. As a member of the team, we provide fans, partners, businesses, and constituents of Ohio State Athletics with the outreach and access to various ticket types, including season, partial, and group tickets, and ultimately providing experiences to grow involvement and revenue generation across the board while integrating fully within the department and the community.

Learfield IMG Ticket Solutions is looking for the best and the brightest that have the desire to be a part of the leader of a growing industry that is revolutionizing how college athletics operate. Members of our team come in with a passion and commitment to be the best and are motivated by the opportunity to grow their respective careers. The Marketing Coordinator position will be responsible for providing sales support for all athletics sales efforts. The individual will be responsible for developing digital campaigns focused on increasing online sales, improving lead generation efforts, and spreading the message and vision of the university athletics department. The position offers significant career growth within Learfield IMG Ticket Solutions for successful members of our team.

**Responsibilities:**

- Timely design, creation and development of sales proposals
- Contribute to the design, creation and development of Season, Partial, and Group ticket sales collateral
- Ensure 48-hr or less turnaround on all sales proposals and presentations

- Develop and execute e-mail marketing campaigns under the guidance of the GM and athletic department
- Maintains an up-to-date status report of all proposals, from receipt to execution, and provides timeline of all tasks
- Ability to work with HTML
- Pulls and distributes weekly reports including but not limited to email open rates, online sales reports, margins, and overall database growth
- Creates customized reports as required
- Assist in prospecting of clients and background research for potential clients
- Other duties as assigned

**Qualification:**

- Bachelor's degree or equivalent work experience in applicable field
- At least 1 year of relevant sales or marketing experience in the sports/sponsorship landscape
- Ability to work in a fast-paced environment
- Excellent communication skills
- Able to handle multiple projects with varying deadlines
- Ability to think strategically, creatively, and proactively
- Strong analytical skills and proficiency with PowerPoint, Adobe Photoshop/Illustrator, Excel, HTML
- Experience with Ticketmaster or similar ticketing and email marketing system preferred

*All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability status.*

*Learfield IMG College is an Equal Opportunity Employer: Female / Minority / Disability / Protected Veteran / Sexual Orientation / Gender Identity*

*#2615195*