

DIRECTOR OF MARKETING – PENN STATE UNIVERSITY DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

DESCRIPTION

Penn State Intercollegiate Athletics, a Division I and Big Ten Conference Institution, is seeking a Director of Marketing that will create, plan and implement the marketing plans for Women's Basketball, Baseball, and additional sport responsibilities as assigned. This position will also have several marketing duties with Football. This position will work closely with Intercollegiate Athletics departments and colleagues including Women's Basketball administration and operations, ticketing sales and services, sponsorship sales, athletic communications, event and venue management, and spirit squads. Primary responsibilities will include direct supervision, brand building and implementation of branding, advertising, promotion, sales support, event planning and customer experience for assigned areas. Manage and oversee marketing budgets assigned to each area. Create and coordinate the annual marketing calendar and deadlines to ensure revenue and enrollment targets. Advance department use of research and technology. Maintain key vendor relationships. This job will be filled as a level 3, or level 4, depending upon the successful candidate's competencies, education, and experience. Typically requires a Bachelor's degree or higher plus four years of related experience, or an equivalent combination of education and experience for a level 3. Additional experience and/or education and competencies are required for higher level jobs. Women's Basketball and database marketing experience preferred. Experience in revenue enhancement, brand management, advertising, promotional event planning, budget oversight within collegiate athletics, professional athletics or other high-volume entertainment industry preferred.

Apply Here: <https://psu.jobs/job/90466>

Questions: Chris Grosse – Assistant Athletics Director of Marketing – cdg201@psu.edu