

Assistant Director, Marketing

Position Information

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Job Title Assistant Director, Marketing

Job Description Notre Dame Athletics is committed to building a diverse workforce passionate about maximizing the student-athlete experience. Our pillars of Education; Excellence; Faith; Tradition; and Community guide us in the work we do each day. We are eager to attract, recruit, and retain individuals who positively contribute to a collaborative, inclusive working environment where all may thrive.

Building on the University's Spirit of Inclusion, we are committed to the work needed to cultivate sustainable progress and change. As a prospective member of [Notre Dame Athletics](#), we encourage you to apply if you embrace, embody, and demonstrate a commitment to the aforementioned values.

As a member of the Notre Dame Athletics team, the Assistant Director, Marketing will be responsible for a variety of tasks that support the successful implementation and completion of planned marketing campaigns. The ideal candidate will focus on the development and placement of marketing campaigns and collateral, track existing marketing campaigns, and run reports on results. The Assistant Director, Marketing will work under the guidance of the Asst. Athletic Director of Marketing.

RESPONSIBILITIES:

- Execute marketing campaigns through traditional media ad buys and trade agreements. Assist in the execution of paid digital marketing campaigns. Upkeep of campaign landing pages. Ensure continuity in campaign messaging across owned and paid channels. Demonstrate a high level of ownership and ability to work independently with minimal direction.
- Identify trends and insights, and optimize spend and performance based on the insights. Update marketing and sales teams regularly with summaries of campaign data and trends. Suggest and implement new promotions, ads, competitions etc. to develop brand awareness, grow the audience and increase engagement.
- Develop and execute marketing plans for non ticketed sports.
- Assists in the development of the marketing campaigns to increase donations to support NIL and the Rockne Fund. Collaborate with the Notre Dame Global Partnerships team to plan and execute partnership marketing activations. Work closely with the Email Marketing Manager to reach overall campaign goals. Ensure continuity in campaign messaging across all channels. Upkeep of campaign landing pages.

#LI-SH1

Minimum Qualifications

- 1-2 years' experience in marketing and/or communications position
- Bachelor's degree in marketing, advertising, public relations, communications or a related field.
- Demonstrated breadth of marketing knowledge with a strategic view on search optimization, brand reputation management, and inbound marketing programs as well as paid, earned, and owned media goals.
- Strong background in creative and innovating thinking and execution, with demonstrated capability for storytelling, creative content creation, and persuasive messaging.
- Excellent time and project management with exceptional attention to detail
- Exceptional written and verbal communication skills
- Ability to handle multiple projects and priorities simultaneously in a fast-paced environment
- Ability to work well independently with direction and as part of a larger team
- Fast learner with creative problem-solving skills

Preferred Qualifications

Special Instructions to Applicants

Department Athletics Marketing (11050)

Department Website**Family / Sub-Family** Communications & Marketing / Marketing**Career Stream/Level** EIC 2 Professional**Department Hiring Pay Range** Up to \$55,000**Pay ID** Semi-Monthly**FLSA Status** S1 - FT Exempt**Job Category** Administrator/Professional**Job Type** Full-time**Schedule: Days of Week & Hours****Schedule: Hours/Week****Schedule: # of months**

Posting Detail Information

The University of Notre Dame seeks to attract, develop, and retain the highest quality faculty, staff and administration. The University is an Equal Opportunity Employer, and is committed to building a culturally diverse workplace. We strongly encourage applications from female and minority candidates and others that will enhance our community. Moreover, Notre Dame prohibits discrimination against veterans or disabled qualified individuals, and requires affirmative action by covered contractors to employ and advance veterans and qualified individuals with disabilities in compliance with 41 CFR 60-741.5(a) and 41 CFR 60-300.5(a).

Posting Detail Information**Job Posting Date (Campus)** 09/04/2024**Job Posting Date (Public)** 09/04/2024**Job Closing Date** 09/18/2024**Posting Type** Open To All Applicants**Posting Number** S251362**Quick Link for Internal Postings** <https://jobs.nd.edu/postings/35584>

Supplemental Questions

Required fields are indicated with an asterisk (*).

Documents Needed to Apply

Required Documents

1. Resume

Optional Documents

1. Cover Letter