



Director of Fan Experience



South Stadium Dormitory

Full time

Posted Today

R00088084

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Job Posting Title:

Director of Fan Experience

Position Type:

Professional / Unclassified

Department:

LSUAM Athletics - Ops - PDIO - Marketing and Promotions (Dave Haskin (00054376))

Work Location:

South Stadium Dormitory

Pay Grade:

Professional

Job Description:

As an equal opportunity/affirmative action employer, LSU Athletics acknowledges the impacts of implicit bias and structural inequity that can impede the creation of a vibrant and representative workforce. We recognize the benefits of diverse perspectives in leadership and of equity in the distribution of organizational resources and opportunities. Therefore, we are committed to eliminating barriers to create a better future for our employees, partners and community. To the fair consideration, employment, retention and advancement of qualified applicants, we welcome the unique contributions that individuals bring in terms of their education, race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socio-economic status, ability, family status, veteran's status, experiences, opinions, and ideas. Forever LSU.

The Director of Fan Experience's main responsibilities are to advance the mission and values of the LSU Athletics Department by delivering the LSU Tigers brand by identifying creative and innovative programs that engage both existing and new fans.

50% Oversee the planning and coordination for all in-venue fan experience with an emphasis on football; Develop and implement marketing initiatives to increase attendance for men's basketball and volleyball.

30% Organize and manage gameday production elements and creation of scripts; Work in conjunction with LSU Sports Properties and South Stadium Productions to develop and execute all sponsorship activations and video board elements; Responsible for the hiring and training of Public Address Announcers, DJ's and Emcee talent.

15% Identify new technology and entertainment features to help enhance the in-venue experience.

5% Advances and supports LSU and Athletics Department diversity and inclusion initiatives through personal participation in educational and developmental opportunities, as well as participation in the creation of an inclusive culture consistent with the values of LSU and its Athletics Department; Works collaboratively with the Office of Communications and University Relations and adheres to the standards set therein; Other duties as assigned.

Minimum Qualifications:

Bachelor's Degree with four years of experience related to marketing or sales.

Preferred Qualifications:

Efficiently operate a personal computer and associated software (Adobe Creative Cloud Suite, Daktronics videoboard equipment, SHOFLO scripting software and Microsoft Office Suite.)

Special or Physical Qualifications:

Ability to work extended days, weekends and holidays. Must demonstrate ability to perform tasks under tight deadlines, work independently and prioritize simultaneous projects. Must be able to communicate and interact effectively, respectfully and appropriately with diverse populations in the Department, the University and community.

Additional Job Description:**Special Instructions:**

A copy of your transcript(s) may be attached to your application (if available). However, original transcripts are required prior to hire.

Please provide three professional references including name, title, phone number and e-mail address.

For questions or concerns regarding the status of your application, please contact Dave Haskin at dhaskin@lsu.edu.

Posting Date:

October 16, 2023

Closing Date (Open Until Filled if No Date Specified):

Additional Position Information:

Background Check - An offer of employment is contingent on a satisfactory pre-employment background check.

Benefits - LSU offers outstanding benefits to eligible employees and their dependents including health, life, dental, and vision insurance; flexible spending accounts; retirement options; various leave options; paid holidays; wellness benefits; tuition exemption for qualified positions; training and development opportunities; employee discounts; and more!

Remote Work - Positions approved to work remotely outside the State of Louisiana shall be employed through Louisiana State University's partner, nextSource Workforce Solutions, for Employer of Record Services including but not limited to employment, benefits, payroll, and tax compliance. Positions employed through Employer of Record Services will be offered benefits and retirement as applicable through their provider and will not be eligible for State of Louisiana benefits and retirement.

Essential Position (Y/N):

N

LSU is an Equal Opportunity Employer:

LSU believes diversity, equity, and inclusion enrich the educational experience of our students, faculty, and staff, and are necessary to prepare all people to thrive personally and professionally in a global society. We celebrate diversity and are committed to the principles of diversity and inclusion. We actively seek and encourage qualified applications from persons with diverse backgrounds, cultures and experiences. To learn more about how LSU is committed to diversity and inclusivity, please see LSU's [Diversity Statement](#) and [Roadmap](#). Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact the Office of Human Resource Management (hr@lsu.edu).

HCM Contact Information:

For questions or concerns related to updating your application with attachments (e.g., resumes, RS:17 documents), date of birth, or reactivating applications, please contact the LSU Human Resources Management Office at 225-578-8200 or email HR@lsu.edu. For questions or concerns regarding the status of your application or salary ranges, please contact the department using the information provided in the Special Instructions section of this job posting.

About Us



LSU includes institutions, facilities and programs in each of Louisiana's 64 parishes, and its campuses stretch the length of the state from New Orleans to Shreveport. Each institution plays a vital role in preparing students to incorporate new knowledge and technologies into their daily lives. LSU researchers across Louisiana are working on developing a wide-range of innovations to improve quality of life by studying issues such as disease

management, advance medical treatments, obesity, coastal protection, hurricane preparedness, energy, natural resource management and agriculture, among others. Louisiana's Flagship University is a land- sea- and space-

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