

Responsible for strategically planning and executing all marketing efforts for the department of Athletics with the goals of increasing awareness, driving attendance, engaging students/fans and enhancing the customer experience at athletic events; responsible for all day-to-day operations of the Fan Engagement division, which includes the development, execution, and management of strategic department-wide and sport-specific marketing and promotion plans/initiatives; proactively communicates with head coaches concerning marketing and promotion efforts specific to their program; collaborates with other external units to develop innovative marketing strategies designed to drive increases in revenue, attendance, and brand awareness across all sport programs; creates compelling fan and student engagement initiatives with the goals of delivering memorable and unique experiences for fans and student-athletes; coordinates game-day sponsorship fulfillment including, but not limited to: game-day operations, promotions, on-court/on-field promotions and game-day messaging of sponsored content; collaborates with the athletics ticket office to help define the overarching business goals and execute season ticket holder engagement and other revenue-generating campaigns; executes student-specific outreach plans in consultation with applicable leadership in the Office of Student Affairs and utilizes grassroots marketing strategies to increase student attendance at athletics events; coordinates with applicable athletics communications and creative services professionals to effectively use social media to engage fans, increase awareness, and build affinity; oversees and directs game presentation for home contests including, but not limited to: game scripts, video board content, in-game promotions, house music, marching/pep bands and spirit groups; manages the fan engagement budget; supervises the Fan Engagement staff to include assigning duties, checking work, approving time off, preparing evaluations, and handling disciplinary issues; ensures compliance with all applicable NCAA, Sun Belt Conference, and University rules and regulations; regular and prompt attendance; ability to work schedule as defined and additional hours as required; related duties as required.