



Assistant Director, Marketing & Fan Experience | Athletics

Notre Dame, IN

Full-time

Division: Director of Athletics

Job Subfamily: Marketing - CM003

Unit: Fan Experience - 11100

Career Stream / Level: EIC1

Job Family: Communications and Marketing

Company Description

The [University of Notre Dame](#) is more than a workplace! We are a vibrant, mission-driven community where every employee is valued and supported. Rooted in a tradition of excellence and inspired by our Catholic character, Notre Dame is committed to fostering an environment of care that nurtures the whole person—mind, body, and spirit. Here, you will find a deep sense of belonging, a culture that prioritizes well-being, and the opportunity to grow your career while being a force for good in the world. Whether contributing to world-class research, shaping the student experience, or supporting the University's mission in other ways, you will be part of a dedicated team working to make a meaningful impact on campus and beyond. At Notre Dame, your work matters, and so do you!

Job Description

Join Notre Dame Athletics

[Notre Dame Athletics](#) develops and challenges each student-athlete to pursue excellence and serve as a force for good in the world. Our vision is to lead collegiate athletics by defining the integrated student-athlete experience and forming champions. To do this, we are eager to attract, recruit, develop, and retain individuals who positively contribute to a collaborative, connected culture where all may thrive.

As a prospective member of Notre Dame Athletics, we invite you to apply if you have a shared purpose for our distinctly integrated student-athlete experience, an unrivaled passion for people who propel a dynamic and high-performing organization, and a proven record of success in your field.

Position Overview

As a member of the Notre Dame Athletics team, the Assistant Director, Marketing & Fan Experience will serve as the primary fan experience and marketing contact for assigned sports, overseeing season-long promotional planning, game presentation, and campus/community outreach. The Assistant Director will also execute traditional advertising campaigns, cultivate media trade partnerships, and collaborate with internal stakeholders to support revenue generation goals.

Key Responsibilities

Marketing & Fan Experience

- Lead all marketing, promotional, and fan experience efforts for Volleyball and Softball, creating and executing comprehensive season-long marketing and promotional plans to drive attendance and maximize fan engagement.
- Lead the coordination of grassroots marketing initiatives throughout campus and the local community to increase awareness and attendance at assigned sports.
- Collaborate with the Notre Dame Global Partnerships team to plan and execute partnership activations.
- Assist in the planning and execution of email marketing campaigns through Eloqua.

Game Presentation & Event Execution

- Develop and execute game presentation elements including promotional themes, music direction, videoboard content, public address scripts, run-of-show documents, in-game entertainment, and serve as show caller at all Volleyball and Softball home games.
- Coordinate field-level game presentation activities for Notre Dame Football home games, ensuring seamless execution of live entertainment and game-day elements.

Advertising & Media Partnerships

- Lead the planning and execution of traditional marketing initiatives by developing annual media strategies and managing advertising placements across radio, television, print, outdoor, and other traditional channels.
- Cultivate and administer media trade partnerships that expand the reach of Notre Dame Athletics marketing efforts.

Creative & Student Staff Support

- Provide basic graphic design support and creative asset development for marketing campaigns and videoboard content.
- Assist in supervising, mentoring, scheduling, and developing student staff while fostering a positive and professional work environment.

Qualifications

Education

- Bachelor's degree (4 years)
- Bachelor's Degree

Experience

- 1 to 2 years of experience

Required Skills & Qualifications

- 1–2 years of experience in a marketing or fan experience position.
- Bachelor's degree in Marketing, Advertising, Sports Management, Communications, or a related field.
- Exceptional written and verbal communication skills.
- Ability to handle multiple projects and priorities simultaneously in a fast-paced environment.

Preferred Qualifications

- Previous experience in collegiate or professional athletics.
- Previous experience serving as an in-game show caller at athletics events.

Additional Information

Application Deadline to Apply: September 11, 2026

Hiring Pay Range: Up to \$50,000

Required Documents to Upload: Resume & Cover Letter

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 does not discriminate on the basis of race, color, national or ethnic origin, sex, disability, veteran status, genetic information, or age in employment. Moreover, Notre Dame prohibits discrimination against veterans or disabled qualified individuals, and complies with 41 CFR 60-741.5(a) and 41 CFR 60-300.5(a). We strongly encourage applications from candidates attracted to a university with a Catholic identity.

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