

Associate Athletic Director - Marketing & Fan Engagement

ORGANIZATIONAL SUMMARY:

The USF Department of Intercollegiate Athletics is an integral part of USF and its mission by sponsoring a diverse and nationally competitive Division I athletic program. The program serves several significant constituencies, including its student-athletes, who are students first. The most important priority of the program is the progress of the student-athletes toward graduation. Other priorities include the health, fitness and emotional development of student-athletes at USF. Intercollegiate Athletics provide a sense of collegiality, allegiance, and pride for students, staff, faculty, alumni, boosters and the greater Tampa Bay community at large and serves as a focal point for their support. Within the framework of competitive excellence, Intercollegiate Athletics at USF are also a contact vehicle leading supporters to a greater awareness of the University's mission, academic programs and prominence as an educational institution

POSITION SUMMARY:

Reporting directly to the Senior Associate Athletics Director for External Relations, this position develops, directs, evaluates and executes the external functions of the marketing operations for the USF Athletics Department; responsible for policy, execution, and results in the area of marketing and advertising plans for all USF sports and the Bulls Club development department; organizes and supervise all on campus and community wide grassroots marketing endeavors; oversees game day staff and spirit squad programs. Adheres to all NCAA, Conference, and University rules and regulations.

RESPONSIBILITIES:

Initiates, manages, and directs marketing strategies to promote sales, create awareness, generate interest, maximize attendance, generate revenue, and enhance fan experience for the Athletics Department and all sports programs. Oversee the implementation and execution of marketing, promotions and advertising plans with the goal of driving in game attendance, engagement and providing a premium in game experience for our fan base.

Oversees all community and grassroots special events initiatives. Researches target audiences and develops strategies for each product or sport. Plans and executes the sales, marketing, event management process for the following events: Back to Football Luncheon, Fan Fest, Road Rallies, Theme nights, Homecoming events and any other campus initiatives.

Oversees the game presentation for all USF sports; event vendors/talent, scripting, partner activation, theme nights, Bulls Bay. Coordinating with the stadium/arena and all event management contacts. Directs marketing team and game day staff. Coordinates game day activities for sporting events, as well as, game day experience for fans including championship events. Monitors game day experience and provides feedback for enhancements.

Oversees spirit squad programs which include cheer, dance and mascot, and generates interest and awareness of the squads. Assists in the recruitment of the cheer and dance squads.

Develops and executes marketing plans for athletics development arm; Bulls Club Marketing planning and execution: Campaigns to include; Annual Fund, Stampede for Women and Facilities. Inclusive of graphics and collateral. Oversight of the External Dept External Plan coordination. Acts as a liaison between the Athletics Department and various campus organizations and outside vendors.

Performs other duties as assigned.

POSITION QUALIFICATIONS:

MINIMUM:

This position requires a Bachelors degree from a regionally accredited institution with a minimum of four years related exempt level experience; or a Masters degree plus two years of experience; or an equivalent combination of education and related experience. Must have at least two years of supervisory experience.

PREFERRED:

Bachelor degree with 8 years marketing, advertising and game presentation experience.