



Director of Fan Engagement



South Stadium Dormitory

Full time

Posted 4 Days Ago

R00083104

All Job Postings will close at 12:01a.m. CST (1:01a.m. EST) on the specified Closing Date (if designated).

If you close the browser or exit your application prior to submitting, the application progress will be saved as a draft. You will be able to access and complete the application through "My Draft Applications" located on your Candidate Home page.

Job Posting Title:

Director of Fan Engagement

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 Engagement'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 potential fans and creating an exciting game day atmosphere.

50% Develop and implement marketing initiatives to increase attendance and fan experience for men's basketball and volleyball; Assist with the planning, coordination and implementation of football in-venue presentation.

30% Identify creative and innovative programs that engage fans, resulting in an entertaining atmosphere and that encourages spectator loyalty and support; Enhance and cultivate on-campus relationships, resulting in student, faculty and staff support.

15% Oversee video board operations (Click Effects, Blaze and Crossfire operating systems) training and troubleshooting protocols for marketing staff.

10% Provide direct oversight of Assistant Directors of Marketing and Graduate Assistants.

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; Other duties as assigned.

Minimum Qualifications:

Bachelor's degree with three years experience related to Marketing or Sales.

Preferred Qualifications:

Efficiently operate a personal computer and associated software (Adobe Creative Cloud Suite, Click Effects Blaze and Crossfire operating systems, 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

Posting Date:

July 7, 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):**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:

Questions or concerns can be directed to the LSU Human Resources Management Office at 225-578-8200 or emailed HR@lsu.edu

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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