Job Description

Position Title: Assistant Athletics Director, Marketing & Corporate Relations  
Salary Grade: F

Employment Class Code: A1  
Job Code: B3035

FLSA Classification: Exempt  
Work Week: 40 Hours (Minimum)

Reports to: Senior Associate Athletics Director, External Relations

POSITION SUMMARY
Assumes responsibility for generating revenue and enhancing the athletics brand through marketing, promotions, corporate partnerships, ticket sales, game management, community outreach and student spirit groups. Assumes responsibility for adherence to rules and regulations governing University, America East and the NCAA, including assisting in the education process extended to the external community. Performs all duties in full support of the University’s brand, understanding that the positive and effective execution of these duties are instrumental to the University of Hartford’s core business – the education of students.

KEY RESPONSIBILITIES

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<thead>
<tr>
<th>Activity</th>
<th>% OF TIME</th>
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<tr>
<td>Assumes responsibility for planning and implementation of efforts to drive corporate partnerships, ticket revenue, game day attendance and overall brand awareness. Generates revenue through the solicitation of sponsorships, season ticket sales and group ticket sales. Adheres to policies and procedures relating to gift acceptance and acknowledgement as well as University guidelines and gift policies. *</td>
<td>30%</td>
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<tr>
<td>Establishes, cultivates and maintains effective working relationships with internal and external constituencies. Represents the University of Hartford by engaging in community outreach activities. Works closely with Institutional Advancement, in soliciting funders in support Athletics goals. Identifies, cultivates and solicits private funding organizations (corporations, corporate foundations and private foundations) in support of the key Athletic funding priorities. *</td>
<td>20%</td>
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<td>Actively participates in planning, development and implementation of short and long-range Athletics marketing and corporate relations strategies. Works closely and collaboratively with Senior Associate Athletics Director for External Relations to develop overall external vision for the department, which includes social media strategy, advertising campaigns, promotional schedules and overall marketing plans. Implements this vision by working closely with Athletics communications and Athletics development staff. *</td>
<td>20%</td>
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<td>Generates revenue through an outdoor advertising program designed to build greater awareness of Hartford Athletics throughout the campus, donors, alumni and the local community. Partners with coaches in identifying potential sponsor leads and donors.</td>
<td>15%</td>
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<td>Provides oversight and effective supervision for both marketing/promotion office and ticket office, which are responsible for gameday marketing and ticketing staffs for all home contests. Plans and oversees marketing logistics for designated special events.</td>
<td>10%</td>
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<tr>
<td>Projects, updates and oversees budget expenditures to ensure accurate financial reporting, timely processing and prudent fiscal responsibility.</td>
<td>5%</td>
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<td>Performs other related duties as assigned.</td>
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</table>

* Indicates an "essential" job function.
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### WORKING CONDITIONS

| Normal office situation. | Requires travel, including overnight stays |

### PHYSICAL EFFORT

| Typically sitting at a desk or table. | Light lifting or carrying 25 lbs. or less |

### KEY JOB REQUIREMENTS

#### Formal Education:
Bachelor's Degree required.

#### Work Experience:
3 years to < 5 years

#### Impact of Actions:
Makes recommendations or decisions which usually affect the assigned department, but may at times affect operations, services, individuals, or activities of others outside of the assigned department.

#### Complexity:
Analytical. Work is non-standardized and widely varied requiring the interpretation and application of a substantial variety of procedures, policies or precedents used in combination. Frequently, the application of multiple, technical activities is employed; therefore, analytical ability and inductive thinking are required. Problem solving involves identification and analysis of diverse issues.

#### Decision Making:
Requires regular contacts to discuss issues of moderate importance and to respond to inquiries. Occasionally requires contact with officials at higher levels on matters requiring cooperation, explanation and persuasion.

#### Internal Communication:
Requires regular external contacts to discuss issues of moderate importance and to respond to inquiries. Also requires continuing contacts with the public involving the enforcement of regulations, policies and procedures.

#### External Communication:
Contact with customers involves more complex servicing over the telephone, in writing or in person to resolve complaints, make adjustments or correct mistakes about a selected service, product or capability.

#### Customer Relations:
Responsible for making recommendations within a department in the areas of compensation, staff selection, disciplinary action, complaints, staff performance appraisal and similar supervisory duties. Plans, assigns and evaluates the work of subordinates for effective departmental/unit operation and results.

#### Managerial Skills:
Professional Skills. Requires knowledge of theories and practices of a professional field. This level of skill is typically reserved for an individual with a four-year degree or a high level of vocational skill demonstrated by a number of years of on-the-job experience. Writes reports using technical data requiring considerable interpretation. Develops new methods and procedures. Frequently applies knowledge to practical issues and problems.

#### Knowledge & Skills:
* The ability to work effectively with diverse groups.*

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This job description of the job is for identification and administrative purposes only. It is not intended to be a complete statement of all duties, which may be assigned by the supervisor according to varying needs.

Revised: February 2016