



## Job Description

<b>Position Title: Assistant Director, Athletics Marketing and Corporate Relations</b>			
<b>Emp Class: N3</b>	<b>Grade: G</b>	<b>Job Code: A2844</b>	<b>Date: June 2008</b>

POSITION SUMMARY
Assumes responsibility for corporate sponsorship stewardship for the University of Hartford Athletics Department. Works closely with the Athletics Department External Relations team in all efforts to positively position University of Hartford Athletics to the public, enhance revenue generating opportunities and build fan loyalty.

KEY RESPONSIBILITIES	% OF TIME
Assumes responsibility for Athletics Department corporate sponsorship stewardship efforts including, but not limited to, sponsorship fulfillment, secondary solicitation and client management. Acts as a liaison in prospecting and cultivating corporate sponsors. Assists in the development, negotiations and coordination of corporate sponsorships in accordance with departmental revenue goals by identifying potential partners. Closes sponsorship agreements as necessary and appropriate. Establishes and maintains records, invoices and receivables as well as coordinates annual sponsorship review reports to ensure fulfillment of contract terms. *	45%
Oversees the execution of sponsorship branding on print materials, arena signage, exhibit booths, promotions, giveaways, website, radio and television, ticket access and special events as required under the terms of the contract. *	15%
Develops and implements corporate sales strategies designed to generate basketball ticket revenue. Solicits individuals, businesses and community groups in an effort to increase interest in the purchase of premium seating (courtside and VIP tickets) for men's and women's basketball. Serves as the lead sales contact for premium seating and the Caring Neighbor Program which identifies philanthropic corporate partners who want to give back to the local community. *	10%
Develops promotional schedules for men's and women's basketball, including local radio shows, coaches' luncheons and specific fundraising events. Develops, negotiates and oversees the logistics for these events. Works in collaboration with designated Athletics staff as well as other University staff as necessary and appropriate to ensure events are effectively executed.	10%
Assists in the development and execution of a comprehensive marketing plan for various sport programs. Works collaboratively to design and distribute all marketing print materials, ticket sales pieces as well as advertising and sales campaign initiatives such as flyers, posters, emails and mass mailings.	5%
Coordinates and oversees the Athletics External Relations internship program including, but not limited to, hiring, training and supervising marketing intern staff.	5%
Assists in the external relations activities of future America East Championships including, but not limited to, identifying sponsorship opportunities, media buy and ticket sales strategies.	5%
Assumes responsibility for adherence to rules and regulations governing University, America East and the NCAA, including assisting in the education process extended to alumni and the community.	5%

Performs other related duties as assigned.

\* Indicates an "essential" job function.

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**Position Title: Assistant Director of Marketing for Athletics Corporate Relations**

### WORKING CONDITIONS

Normal office situation.

Requires travel, including overnight stays.

### PHYSICAL EFFORT

Typically sitting at a desk or table.  
Intermittently sitting, standing, stooping.

Typically standing and/or walking.  
Light lifting or carrying 25 lbs. or less.

### KEY JOB REQUIREMENTS

<b>Formal Education:</b>	Bachelor's Degree required.
<b>Work Experience:</b>	1 year to < 2 year.
<b>Impact of Actions:</b>	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.
<b>Complexity:</b>	Varied: Work is complex and varied and requires the selection and application of technical and detailed guidelines. Problems are not easy to identify, but are similar to those seen before. Moderate analytic ability is needed to gather and interpret data where results/answers can be found after analysis of several facts. Solutions can often be found by using methods chosen before in other situations.
<b>Decision Making:</b>	Varied: Supervisor is available on an "as needed" basis to establish general objectives and to identify potential resources for assistance. Independent judgment is required to select and apply the most appropriate of available guidelines and procedures to achieve desired results.
<b>Internal Communication:</b>	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.
<b>External Communication:</b>	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.
<b>Customer Relations:</b>	Contact with customers is face-to-face or over the telephone for directly selling/representing a variety of products and capabilities.
<b>Managerial Skills:</b>	Has responsibility or authority which is limited to the direction of temporary workers or student workers.
<b>Knowledge &amp; Skills:</b>	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 vocational skill demonstrated by a number of years of on-the-position experience (i.e., management). Writes reports using technical data requiring considerable interpretation, developing new methods and procedures. Frequently applies knowledge to practical issues and problems.
<b>Special Skills:</b>	<i>The ability to work effectively with diverse groups.</i>

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.

Date Created: May 2008

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