WESTERN MICHIGAN UNIVERSITY

Job Description

Job Title: Dir Sports Marketing
Pay Type: Salaried/Exempt
Grade: 16
Position Number: 3143
Department Name: Intercollegiate Athletics

General Summary
Under the Assistant Athletic Director of Sports Marketing, develops and implements marketing materials and initiatives to promote the University Athletics programs.

Major Duties
- Plans, creates, and executes all promotional elements of athletic events, including pre-, post-, and in-game promotions and presentations, writing all public address scripts, and coordinating all music and in-game entertainment. Oversees and coordinates spirit teams and band involvement.
- Develops and implements marketing plans, including the selection and production and oversight of all marketing, advertising, and promotional material.
- Collaborates with coaches and the Assistant Athletic Director to determine yearly comprehensive marketing initiatives.
- Develops web solutions and strategies. Updates wmubronocos.com when needed to promote athletic events and promotions. Develops and executes social media marketing strategies including electronic mail, facebook, and twitter.
- Supervises the graduate assistant for community relations, marketing intern(s), and student event staff as well as their related activities at Athletics events.
- Determines appropriate budget expenditures and allocations relative to the implementation of marketing plans.
- Collaborates with campus organizations and student population to promote events and increase involvement.
- May evaluate student-athlete and NCAA compliance issues with other athletic department personnel.

Minimum Qualifications
- Bachelor's degree in journalism, communications, marketing, or other relevant field.
- Three years of experience in one or more of the following areas: marketing, publications, advertising, journalism or other relevant area.
- Strong oral and written communications skills.
- Experience with desktop publishing and web site maintenance.
- Knowledge of intercollegiate sports programs.
- Ability to work irregular/extended hours.

Desired Qualifications
- Master's degree in athletics administration or sports administration.
- Three years or more of experience in a university sports marketing office.

This description indicates the general nature and level of work performed by employees in the above job. It is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job.

Revised: 10/13