JOB DESCRIPTION

TITLE
Coordinator, Marketing & Promotions

JOB SUMMARY
The Marketing and Promotions Coordinator is responsible for all aspects of marketing and promoting home events and special events sponsored by Athletics, and assists in executing successful game-day promotions and overall fan experience. Work is performed under general supervision and performance is based upon the completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Assistant Director of Athletics for Communications
Supervises: Student Workers

ESSENTIAL DUTIES - May include, but not limited to the following:

- Develops and implements plans to create an entertaining atmosphere to encourage spectator participation, loyalty and support by utilizing creative and trendsetting methods to create excitement before, during and after athletics events.
- Directs and oversees the marketing/promotions efforts to reach the general public, corporate sponsors, and the student body to attend athletics events.
- Responsible for marketing and promotional materials such as social media graphics and printed collateral.
- Hires, trains and supervises the student workers who assist with promotions, performances and game/meet operations.
- Responsible for establishing job standards for subordinate workers, and effectively evaluate and provide consistent feedback to the part-time staff under charge.
- Provides guidance and leadership to all staff to execute successful home games/meets and special events such as conference and gymnastics postseason contests.
- Coordinates a student support group for Athletics.
• Collaborates with campus departments and organizations to enhance participation in Athletics events.
• Collaborates with University Advancement in executing sponsor obligations.
• Responsible for the implementation of TWU, Lone Star Conference and NCAA rules and regulations pertaining to game management activities.
• Works collaboratively with coaches and staff to promote and market events.
• Serves as the designated event administrator for assigned home events.
• Disseminates necessary information to visiting teams concerning trip procedures (i.e. Guide for Visiting Teams, maps of campus).
• Assists the Assistant Director of Athletics for Communications in developing and managing budgets for marketing and promotions.
• Supports and participates in the department’s commitment to community service.
• Commits to and is responsible for adhering to all rules and regulations set forth for the team, the University, the Lone Star Conference and the NCAA with the utmost integrity.
• Works cooperatively with personnel in the athletics department, attends department meetings and activities, and always represents the University positively when interacting with the community, alumni, high school and club coaches, media and general public.
• Interprets and assists in recommending and execution of updates to policies and procedures for department as needed.
• Completes other assigned administrative duties in a timely manner.

ADDITIONAL DUTIES

• Attends seminars, conferences and other professional development opportunities as deemed necessary.
• Participates on Athletics, University, state, regional and national committees.
• Implements Athletics’ strategic plan as part of the Division of Student Life’s strategic plan in conjunction with the University’s strategic plan.
• Performs other duties as requested.

EDUCATION

Bachelor’s degree required. Major course work should be in Marketing, Public Relations, Sport Management, or closely related discipline.

EXPERIENCE

Minimum of two years of relevant experience in a collegiate, professional and/or minor league sports setting. Experience in marketing and promoting through social media a must. Current certification in first aid, cardiopulmonary resuscitation (CPR) and automatic external defibrillator (AED) use is preferred at the time of hire, and will be required within the first thirty (30) days of employment.
**REQUIREMENT**

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

**KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

- Demonstrated knowledge of the day-to-day operations of an intercollegiate athletics department.
- Knowledge of desktop applications including Microsoft Office.
- Knowledge of Adobe InDesign and Photoshop.
- Ability to utilize various social media platforms (Facebook, Twitter, Instagram, YouTube).
- Knowledge of and ability to learn various event-specific software in either PC and/or Mac platforms.
- Knowledge of NCAA Division 11 rules and regulations.
- Knowledge of game and special event management.
- Strong verbal and communication skills.
- Strong supervisory skills.
- Strong orientation towards superior customer service.
- Ability to thrive in an environment that at times requires independence and at times requires working as part of a team, and the ability to discern between the appropriate approach.
- Ability to work under pressure and autonomously.
- Ability to weigh institutional priorities, make sound decisions and escalate where appropriate.
- Ability to adhere to all policies, rules and regulations of the university, the Lone Star Conference and the NCAA.
- Must be dependable, flexible and willing to work additional hours during peak periods, including weekends and holidays.
- Ability to drive various types of vehicles designed for transporting equipment and supplies.
- Ability to travel occasionally.
- Ability to hire and supervise qualified assistants and student workers.
- A proven record in following directives and being responsible for tasks which have been assigned.
- Ability to handle multiple tasks in a fast-paced environment as needed.
- Ability to attend seminars, meetings and other professional development opportunities at or away from TWU.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
• Knowledge of management methods and ability to provide administrative guidance within area of responsibility and provide direct training and supervision as needed.
• Ability to apply budgeting and fiscal planning techniques within financial constraints.
• Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
• Ability to communicate effectively - orally, by phone, in person, and in writing.
• Ability to respond to emergency situations in a timely and professional manner with tact and restraint.
• Ability to represent the department and University in a friendly, courteous and professional manner.
• Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel. The employee is required to work nights and weekends. Ability to ascend and descend ladders. Ability to ascend and descend stairs. Ability to lift and/or move up to 50 pounds.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.
Employee Signature: ___________________________  Date: ______________

Employee Printed Name: __________________________

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.