

Assistant Athletic Director for Marketing and Promotions
Old Dominion University

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Posted Jan. 22, 2024, set to expire Oct. 31, 2024

Job Title	Assistant Athletic Director for Marketing and Promotions
Department	ATHLETICS
Institution	Old Dominion University Norfolk, Virginia
Date Posted	Jan. 22, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Athletics
Job Website	https://jobs.odu.edu/postings/20164
Apply By Email	

Job Description

Job Summary

The Assistant Director is responsible for increasing revenue through season and single game ticket sales, coordinate promotions that increase attendance and enhance game atmosphere. Supervise the ODU Athletics' social media accounts and be the lead marketing staff member for women's basketball and several Olympic sports, while assisting with the game day operations of all sports as assigned.

Master's degree required with coursework in communications, marketing, business or sports administration; Bachelor's degree with equivalent combination of training and experience may be substituted.

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- Significant years of related experience in a college athletics program.
- Experience in corporate sales and fulfillment, and event planning required.
- Significant experience writing, copying and editing marketing or promotional materials.
- Knowledge of marketing principles and techniques. Proficient in use of various social media outlets (e.g. Facebook, Twitter, etc.) Excellent verbal and written communication skills. Proficient in use of graphic design software (e.g. Adobe Photoshop, InDesign, Illustrator).

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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