

Associate Athletic Director for Revenue Generation
University at Buffalo, The State University of New York

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Posted Dec. 19, 2024, set to expire Aug. 4, 2025

Job Title	Associate Athletic Director for Revenue Generation
Department	Intercollegiate Athletics
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Dec. 19, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Athletics
Job Website	https://www.ubjobs.buffalo.edu/postings/54815
Apply By Email	
Job Description	

Position Summary

The **Associate Athletic Director** for [Revenue Generation](#) will oversee the strategy, development, and execution of all ticket sales and annual fund efforts for the Buffalo Bulls Athletics. The position will be responsible for maximizing ticket revenue, increasing philanthropic annual commitments, and implementing a comprehensive revenue enhancement strategy. The role may also support new revenue-generating initiatives, i.e. Name, Image and Likeness (NIL) efforts and beyond.

Duties and Responsibilities:

- Develop and lead comprehensive revenue strategies to increase attendance and revenue across all ticketed sports.

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- Set clear revenue projections, establish ticket sales goals, and create strategies to ensure the achievement of those goals, regularly analyzing performance to adjust tactics.
- Identify and execute new revenue-generating opportunities through ticket sales, fan engagement, and premium seating experiences.
- Lead and support outbound sales efforts, including group ticketing, season ticket renewals, and mini-plan packages.
- Supervise ticket office operations, including staff management, customer service standards, and gameday operations.
- Collaborate with the marketing and communications teams to align ticket promotions with broader department initiatives.
- Ensure ticketing strategies align with the university's overall mission and goals, fostering greater integration between athletics and the institution.
- Implement ticket pricing models, seating maps, and demand-based pricing strategies to optimize revenue.
- Partner with NIL team to ensure athletes' needs are met with regard to ticketing for personal appearances and events.

Learn more:

- Our [benefits](#), where we prioritize your well-being and success to enhance every aspect of your life.
- Being a part of the [University at Buffalo community](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Minimum Qualifications

- Bachelor's degree in sports management, business administration, marketing, or related field.
- Minimum of 5 year of progressive experience in ticket sales or development, preferably in collegiate athletics.
- Strong leadership, communication, and organizational skills.
- Proven track record of generating revenue through ticket sales initiatives.
- Familiarity with ticketing software and CRM systems, such as Ticketmaster or similar platforms.

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Preferred Qualifications

- Master's degree in sports administration, business, or a related field.
- Experience in a Division I athletics program.
- Knowledge of NIL regulations and experience supporting NIL initiatives.

Contact Information

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

Contact

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