

Director of Marketing, Intercollegiate Athletics
University at Buffalo

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Posted Feb. 24, 2025, set to expire Mar. 6, 2025

Job Title	Director of Marketing, Intercollegiate Athletics
Department	
Institution	University at Buffalo Buffalo, New York
Date Posted	Feb. 24, 2025
Application Deadline	03/06/2025
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing Athletics
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Director of Marketing, Intercollegiate Athletics

Position Information

Position Title: Director of Marketing, Intercollegiate Athletics

Department: Intercollegiate Athletics

Posting Link: <https://www.ubjobs.buffalo.edu/postings/55923>

Job Type: Full-Time

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Posting Detail Information

Position Summary

The **Director of Marketing** will report to the Associate Athletic Director of External Affairs and work collaboratively within the External Operations team, including athletic communications, marketing & ticket sales, Learfield, and broadcast production staff to enhance the Bulls Athletics brand. The incumbent will oversee the marketing plan development and implementation, sponsor activation and game presentation for Volleyball and Mens Basketball. The Director of Marketing will also collaborate with the Associate Athletic Director of External Affairs to establish creative marketing and advertising strategies centered around maximizing revenue generation.

Duties and Responsibilities:

- Direct oversight of a Marketing Assistant and Student Interns responsible for Womens Basketball, Wrestling, Soccer and Softball marketing.
- Collaborate with Broadcasting & Production unit to create TV and radio spots that promote ticket sales, as well as creative in-game video elements that maximize both student-athlete and fan experience.
- Direct involvement in creative fan engagement and branding initiatives.
- Collaborate with the Athletic Ticket Office to develop ticket sales campaigns and identify new prospects to maximize revenue generation.
- Assist with the student-athlete end of year awards banquet.
- Oversee the Mascot Program.

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

- Bachelors degree with 2 years of experience or masters degree or professional certification with

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no experience

- Knowledge of trends and industry standards within college athletics marketing and design.
- Excellent communication and organizational skills required.
- Must be available to work evenings, and weekends.
- Ability to develop and maintain professional relationships with internal and external constituents.

Preferred Qualifications

- Ability to meet project deadlines with accuracy and quality.
- Ability to multi-task and manage multiple projects.
- Ability to handle constructive criticism and accept input from multiple stakeholders and translate the feedback into cohesive, strategic design work.
- Ability to think outside-the-box to evolve and progress marketing initiatives.
- Ability and willingness to work nights and weekends as needed.

Physical Demands

Salary Range

\$55,934

Special Instructions Summary

Is a background check required for this posting?

No

Contact Information

Contact's Name: Heather Cooper

Contact's Pronouns: she/her/hers

Contact's Title: Associate Athletic Director for Human Resources

Contact's Email: hrgibbs@buffalo.edu

Contact's Phone: 716-645-3842

Posting Dates



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Posted: 02/20/2025

Deadline for Applicants:

Date to be filled: 03/10/2025

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Contact Information

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

Contact

N/A

University at Buffalo

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