

Director of Athletics Marketing
Marian University

Direct Link: <https://www.AcademicKeys.com/r?job=258274>

Downloaded On: Aug. 18, 2025 12:11am

Posted Jun. 16, 2025, set to expire Dec. 14, 2025

Job Title Director of Athletics Marketing
Department Athletics
Institution Marian University
Indianapolis, Indiana

Date Posted Jun. 16, 2025

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Public Relations/Marketing
Athletics

Job Website <https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=d1c82555-b858-4d8e-8f04-14bce17b5589>

Apply By Email

Job Description

Job Details

Description

As part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University, seeks a creative, transformational leader to serve as the Director of Athletics Marketing and Communications who will promote our Catholic Franciscan mission and identity by being responsible for developing and implementing a comprehensive strategic marketing and communications plan for increasing attendance at games, overall brand awareness of Marian athletics, collaborating with student groups, alumni, donors, and sponsors with the end goal of creating an exciting game-day experience, and elevating the athletic brand. The position reports to the Director of Athletics and will also work with the Office of Marketing and Communications, and Marian Knights

Director of Athletics Marketing
Marian University

Direct Link: <https://www.AcademicKeys.com/r?job=258274>

Downloaded On: Aug. 18, 2025 12:11am

Posted Jun. 16, 2025, set to expire Dec. 14, 2025

Sports Information.

Essential Duties and Responsibilities:

Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation through transformative education, unity in diversity, leadership through service, integrating faith and life, and institutional policies.

Cultivate and facilitate sponsorships to encourage participation at Marian athletic events.

Demonstrated gameday experience to elevate brand awareness.

Must be an excellent ambassador of Marian University athletics, with high comfort level to engage with many stakeholders, including friends and guests of Marian, donors, sponsors, member groups, alumni, first-time full-time recruits and families (athletes and non-athletes), applied/accepted, campus partners, Marian leadership and Board of Trustees, neighbors, local neighborhood associations, businesses, high schools, more.

Will be responsible for all ticket sales and revenue; tracking paid vs. unpaid attendance, reporting and forecasting.

Expand/elevate the Marian Knights brand through marketing and promotions (social-organic or paid, web, digital, audio/video, print, other).

Other duties as assigned.

Required Qualifications:

Must possess a positive and welcoming attitude, but diligent and determined work ethic with excellent communications skills.

The applicant must be physically fit as the position requires a significant degree of physical labor and walking, especially on game days.

Knowledge of and a commitment to the mission of Marian

Bachelor's degree in one or more of the following: sports management or sports marketing, telecommunications, communications,

Project management experience, event planning, former experience working for a sports-related organization or professional team.

Experience with leading game day experiences for live sporting

Excellent organizational, problem solving, and communication

Strong attention to detail and ability to initiate, plan/schedule, execute, and monitor projects.

Must be assertive, outgoing, hard-working, resourceful, and an independent

Must be able to supervise staff members and student interns.

Ability to work early mornings, nights, weekends, and holidays in addition to traditional business

Must possess (or be able to obtain) a valid driver's license.

Director of Athletics Marketing
Marian University

Direct Link: <https://www.AcademicKeys.com/r?job=258274>

Downloaded On: Aug. 18, 2025 12:11am

Posted Jun. 16, 2025, set to expire Dec. 14, 2025

Review of applications will begin immediately and continue until the position is filled.

For Consideration All Applications Require:

Cover Letter

Current resume or CV

Contact information of three professional references. The reference contact information must be entered after the application is submitted in the "My Presence" section of the applicant profile.

Responses to the supplementary mission & identity questions.

Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:

<https://www.marian.edu/faith>

Marian University is an Equal Opportunity Employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.

Equal Opportunity Employer

This employer is required to notify all applicants of their rights pursuant to federal employment laws. For further information, please review the Know Your Rights notice from the Department of Labor.

Contact Information

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

Contact

,