

Assistant Athletic Director for Marketing and Promotions  
Old Dominion University

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

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

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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