

Position: Director of Athletic Marketing

Department: Athletics

Reports to: Director of Athletics

Job Summary: Work closely with the College community to create awareness of St. Francis College's Athletics programs and assist in Athletics fundraising efforts.

Duties and Responsibilities:

- Utilize various departments at the College to work toward a common goal of creating general awareness for athletics. Such departments include, but are not limited to, Community Relations, Development, Alumni Relations, Admissions and Student Activities.
- Oversee the athletic department's social media accounts and the athletic department website; assist with oversight of the College's website.
- Prepare and produce promotional materials, posters, schedule calendars and other items used in marketing the athletic program and individual teams.
- Launch a booster club to foster better alumni relationships and cultivate funding for athletic teams.
- Improve the Men and Women's Basketball Tip-Off reception to boost financial support.
- Increase community affiliations/relationships.
- Enhance the overall "fan experience" at our home athletic events.
- Work with the communications/public relations departments to develop television and radio commercials.
- Develop and implement cross marketing programs with admissions, alumni, and development offices.
- Develop a concise event schedule for soccer and basketball seasons to generate revenue from different sources.
- Create a quality, fun, exciting environment for televised men's and women's basketball games.
- Serve as moderator of the Student Athlete Advisory Committee.
- Prepare the Annual Student Athlete Awards Banquet.
- Perform other duties as assigned by the Director of Athletics.
- Perform all duties in full compliance with the regulations of the NCAA, Northeast Conference, associated conferences, and St. Francis College.

Qualifications:

- Bachelor's degree.
- Three years of related marketing experience required, preferably in Division I Intercollegiate Athletics.
- Demonstrated experience in community activities.
- Ability and experience working with volunteers and students.
- Strong public speaking skills.

- Strong writing skills.
- Knowledge of NCAA rules relevant to advertising.
- Ability to organize multiple priorities, stay on task and meet deadlines.

Interested applicants should forward a resume and cover letter to the hr@sfc.edu.