Job Description: Sports Marketing & Promotions Assistant 2015-2016

Title: Sports Marketing & Promotions Assistant

Position Summary:

Duke University is seeking a qualified candidate for the Sports Marketing and Promotions Assistant. This volunteer position will assists in the development, coordination and implementation of marketing plans for the intercollegiate sports programs at Duke University. Will also assists in overall revenue generation, game day atmosphere, branding and community outreach.

Qualifications:

BA/BS with a minimum of one year related experience at the collegiate or professional level required, or an equivalent combination of education and experience.

Knowledge, Skills, Ability:

- Excellent communication skills both oral and written.
- Excellent interpersonal skills.
- Demonstrated experience in marketing or sales.
- Knowledge of ACC and NCAA rules and regulations as pertains to duties of position.
- Proficiency in computer skills using Microsoft Word, Excel, Adobe PhotoShop or InDesign or a similar program, the Internet and other relevant software.
- Proficiency with social media including but not limited to Facebook & Twitter among others.
- Ability and willingness to work evenings and weekends.
- Valid driver license with good driving record; must be insurable.

Essential Functions:

- Manages, develops and implements all marketing and promotional efforts for assigned sports including student and community outreach, game day atmosphere and hospitality coordinator.
- Assists in the implementation of marketing plans for football, men's basketball and women's basketball.
- Assists in the execution of corporate sponsorships contracts.
- Assists in the development and growth of group sales campaign for various varsity sports programs.
- Assist in the development and implementation of single game promotions to increase revenues.
- Assist training student volunteers.
- Coordinates game day planning and promotions for various varsity sports programs.
- Works with the placement of multimedia advertising for various varsity sports programs.
- Assists in the development of printed materials (i.e. posters, schedule cards, season ticket brochures, etc.).
- Coordinates on-court/field, pre-game, half-time and post-game entertainment, and music for various varsity sports programs.

- Coordinates community outreach efforts to involve groups throughout the area.
- Assists in the promotion of events and ticket packages via social media.
- Assist with the Junior Iron Dukes Kids Club.
- Serve as Donation Request Coordinator.
- Performs other related duties as assigned.

How to Apply:

Please send all application materials to dukehr@duaa.duke.edu with the title of the position you are applying for as the subject line. For best consideration applications should include: (1) cover letter, (2) resume, and (3) names and addresses of at least three references. For more information on Duke University Athletics please go to: Goduke.com**.**