

DUTIES AND RESPONSIBILITIES

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

Duties and Responsibilities

Develop, recommend and implement marketing and promotional strategies and policies which will increase awareness and attendance; responsible for generating revenue for intercollegiate athletic programs via ticket sales and corporate sponsorships. The primary responsibility of the position is to increase revenue to the University through innovative ticket sales.

Direct ticket marketing campaigns for men's basketball, baseball, volleyball, wrestling and other varsity sports as assigned and special events, including season ticket sales, single game ticket sales, group ticket sales and game promotions.

Oversee the outbound ticket sales calls for the sale of season tickets, group tickets, mini-packages and individual game tickets. Meet or exceed weekly or monthly sales goals while exceeding customer expectations in value and customer service. Grow sales by attracting additional business leads. Train, motivate and coach outbound ticket sales representatives. Maintain computerized records of all prospects and customers in ticketing database.

Direct the development of advertising creative for direct mail, radio, television, outdoor and social media by working closely with graphic designers. Manage the advertising media buys, including negotiation of time, rates and trade agreements, and the placement of all advertising.

Supervise event promotions for men's basketball, baseball, volleyball, wrestling and other varsity sports as assigned and special events. Duties include preparation of game-day schedule of activities, pregame and halftime entertainment including arena video boards, pregame and in-game promotions and developing positive game atmosphere.

Direct postseason ticket marketing campaigns in men's basketball, baseball, volleyball, other varsity sports as assigned and special events, including developing the allocation plan, developing and tracking mailings, and sales schedule. Must possess interpersonal skills, ability to logically plan and ability to understand technical material.

Direct group, season and single game ticket sales and solicit contributions for assigned sports by personal contact via travel and telephone. Sales goals will be established and performance will be evaluated upon those goals.

Supervise the work of Graduate Assistant and other staff members assigned to specific projects by assigning duties and responsibilities.

Manage, with other staff members, for fulfilling obligations to sponsors and advertisers, including media placement, merchandising and other sponsor services.

Direct the student ticket distribution program for men's basketball games. Duties include oversight of the distribution schedule, interaction with student government, student affairs and student booster group (Maniacs) and coordination with software vendors, office of informational technology and event staff. Responsible to development and implementation of allocation program and resolving problems for students related to the allocation process.

Coordinate promotional activities aimed at increasing student attendance with student booster group (Maniacs) for assigned sports.

Solicit corporate sponsorships, including radio, television, internet and signage advertising. Assist with developing new revenue centers via promotional activities and new media. Develop, solicit and service corporate sponsorship opportunities, including, but not limited to media, programs, signage and promotions, with the ability to negotiate and establish string personal contact with potential clients as well as ability to understand advertising/promotional needs and trends and a technical knowledge of the media. Duties include preparing sales packages and presenting information to prospective local, regional and national sponsors; and compiling weekly reports of sales, new leads and results.

Facilitate internal communications between the sports marketing office, ticket office and Mountaineer Athletic Club.

Serve as a public relations representative with the staff, athletic teams, other schools, media, fans, alumni and general public. Assist with community relations programs involving the athletic department, both involving student-athletes in civic and campus projects and in introducing special groups to WVU athletics in general and by sport.

Assist the Educational Outreach Counselor and Athletic Compliance Office with the documentation and fulfillment of appearances by coaches and student-athletes. Must meet pre-established guidelines and comply with NCAA rules and regulations.

Assist with the oversight of outbound ticket sales efforts, including the training and evaluation of personnel.

Perform interviews with the news media as needed by the sports communications staff.

Participate in development activities on behalf of the Mountaineer Athletic Club, if requested.

Perform other job-related duties as assigned by the Assistant Athletic Director for Marketing and Sales and/or Deputy Director of Athletics.

Report directly to the Assistant Athletic Director for Marketing and Sales; work closely with athletic administrative staff and with all others involved with carrying out the philosophy and objectives of the intercollegiate athletic program.

Maintain knowledge of and comply with all rules, regulations, policies and guidelines of West Virginia University, the Big 12 Conference and the NCAA; must adhere to NCAA Bylaw 11.1 Conduct of Athletic Personnel. Failure to adhere to these policies will result in appropriate disciplinary action including possible suspension and termination.

Represent the University on the highest professional level with dignity, integrity, and strength of character and will exhibit ethical behavior; must respect the rights and dignity of individuals with sensitivity to problems that may arise from racial, ethnical and sexual orientation differences.

Demonstrate a cooperative attitude towards all sports within the intercollegiate athletic program.

Possess the ability to adapt to any situation, make decisions and work independently; position must have the ability to build and maintain relationships with student-athletes, coaches, staff members and constituencies; required to use creative abilities to develop new techniques and approaches in dealing with many issues controlled by this position; responsibilities of the position are ever-changing and require constant education; requires the ability to adapt to any situation and make decisions.

Manage sensitive and confidential information related to student-athletes, coaches and staff utilizing discretion and correct decisions. Failure to use proper discretion at required level could result in major and significant embarrassment to the University and/or have a significant impact on image, revenues and eligibility of student-athletes.

Manage professional and personal time to handle time sensitive-issues, tight deadlines, extended hours beyond the normal workday, weekend work and on-call availability.

Faithfully and diligently execute related duties of the department, as requested or assigned by the Assistant Athletic Director for Marketing and Sales.

QUALIFICATIONS

Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
 - Master's degree, preferably in sports administration, business administration, marketing or similar field
 - Relative experience may be substituted for a Master's degree
2. What licenses or certification(s) (e.g. electrician's license) if any, are **required** for the position? Specifically state the reason for this licenser requirement (supervisor's preference, state or federal law, etc.).
 - Valid driver's license
3. What specific skills are **required** in order to carry out the duties of the position?
 - Maintain high standard of ethics and integrity related to intercollegiate athletics
 - Demonstrated knowledge of NCAA Division I intercollegiate athletics
 - Demonstrated knowledge of NCAA and conference guidelines, policies, rules and regulations with the ability to interpret, apply, enforce and explain such policies and rules
 - Maintain knowledge of state and University policies and procedures
 - Exhibit strong creative, organizational and interpersonal skills
 - Demonstrated knowledge of correct English, grammar, spelling, punctuation and sentence structure
 - Demonstrated ability in public speaking skills
 - Demonstrated ability to function professionally under high stress and confrontational circumstances
 - Demonstrated ability to manage multiple tasks for extended period of time
 - Demonstrated ability to independently plan and organize work
 - Proactive attitude towards work and assignments
 - Demonstrated ability to maintain and develop personal contacts with outside groups, i.e. student-athletes, sponsors, fans, donors, University community
 - Demonstrated interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community

- Demonstrated knowledge of record keeping and adherence to schedule
- Ability to stay abreast of information impacting the affected area
- Demonstrated ability to organize and motivate groups and individuals
- Ability to maintain proper unit attendance and punctuality standards, work extended hours including nights and weekends (often with extensive walking and standing)
- Demonstrated ability to manage personnel
- Ability to make administrative / procedural decisions and judgments
- Demonstrated ability to drive and travel via motor vehicle
- Maintain a valid driver's license
- Demonstrated knowledge of the principles of sports marketing, corporate sponsorships, ticket sales, media, internet and new media.
- Demonstrated skills in marketing concepts and their relationship to sales coordination and promotional development.
- Demonstrated knowledge of advertising and sponsorship sales and the ability to successfully sell to businesses.
- Demonstrated knowledge of ticket sales and the ability to successfully sell to groups, individuals and businesses.
- Demonstrated knowledge of working relationships with advertising agencies and media production, including print and broadcast.
- Demonstrated ability to operate a computer utilizing Paciolan Computer System ticketing and support group programs, various word processing and accounting software and other standard office equipment.
- Ability to stay abreast of marketing, promotional and sales trends impacting the affected area.

Experience

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

Type of Experience Needed

- Marketing, preferably in sports, and direct advertising sales

Amount of Experienced Needed (Months/Years)

3 years

DISCLAIMER

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor. All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.