NEW MEXICO HIGHLANDS UNIVERSITY
Job Description

Position: Director of Athletic Marketing & Promotions
Salary Grade: 15

Department: Athletics/Advancement
Job Type: 12 months/Full-Time

Reports To: Director of Athletics/VP for Advancement
FLSA: Exempt

POSITION SUMMARY: This position will be primarily responsible for managing and implementing marketing and promotion initiatives and activities for the Department of Athletics which attract, engage and retain fans and supporters of NMHU Athletics.

DUTIES AND RESPONSIBILITIES

- Create dynamic marketing strategies to attract new patrons, enhance the fan experience, encourage repeat attendance and reward loyalty;
- Work to attract and retain corporate partnerships that enhance revenue and drive ticket sales at Highlands events;
- Plan, execute and supervise game-day promotions to enhance the fan experience;
- Be actively engaged in the Department’s digital and social media efforts and research and data collection activities;
- Develop marketing plans for selected sports;
- All other related duties under the direction of the Athletic Director and/or the Vice President for Advancement.

MINIMUM JOB REQUIREMENTS

- Education: Bachelor’s degree in marketing or related field or equivalent combination of education and experience totaling Eight (8) years in marketing or sales may be considered in lieu of a bachelor’s degree.
- Experience: Two (2) years of full-time experience in marketing/promotions at the collegiate or professional level within the last five years

SPECIAL REQUIREMENTS:

- Must be willing to work weekends, evenings, holidays and odd hours

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to thrive in a diverse, fast-paced, student-athleteservice-drivenenvironmentinacollegiatesetting.
- Skill in organizing resources and establishing priorities.
- Ability to develop, plan, and implement short- and long-range goals.
- Excellent written, oral, and electronic communication skills.
- Ability to develop successful marketing plans with proven results
- Comprehensive understanding and proven record of coordinating event activities and interacting with various internal and external constituents to smoothly execute events.
• Ability to work independently and produce results with minimal supervision

**PHYSICAL REQUIREMENTS:**
• Minimal physical requirements.

**WORK ENVIRONMENT:**
• This position involves work in a typical interior/office environment, outdoor activities, and travel.