MARKETING AND PROMOTIONS

I. Position Title  Marketing Graduate Assistant

II. Supervisor’s Title  Director of Marketing and Fan Experience

III. Job Description
Assist in the planning and implementation of The University of Northern Colorado’s athletics marketing plans. Develop promotional ideas and tactics to increase attendance and interest for UNC varsity athletic events.

IV. Job Responsibilities
i. Marketing:
   1. Assist Marketing staff with planning, preparation, organization, and execution of athletic promotions for football, volleyball, women’s soccer, women’s swimming and diving, men’s basketball, women’s basketball, wrestling, baseball, softball and track and field and other sports as assigned.
   2. Assist with mascot appearances taking place both on and off campus
   3. Conduct market research.
   4. Create flyers and promotional pieces.

ii. Sales:
   1. Assist with external selling opportunities taking place in the community

V. Required Qualifications
i. Ability to work nights and weekends required.
ii. Must be able to work independently and as part of a small team.
iii. Ability to take direction both written and verbally from management.
iv. Attention to detail, timeliness, and organizational efficiency, as well as a self-motivator.
v. Possess a positive attitude, enthusiasm, interpersonal skills, responsibility, initiative, passion and work ethic necessary to succeed as a member of the Bears Marketing Staff.
vi. Possess an interest and/or desire to work in the business of athletics or marketing.
vii. Ability to lift at least 30 pounds, stand for extended periods of time, work in standing positions for extended periods of time, and climb stairs.
viii. Prior knowledge of Adobe Creative Suite software (Photoshop, InDesign, Illustrator, etc) is a plus, as well as strong writing skills.

VI. Supervisor of Position – Leslie Masterpaul

VII. Hiring Authority/Contact Phone Number – 970.351.2197

Hiring Authority/Contact Email Address – leslie.masterpaul@unco.edu