

UNC ATHLETICS - MARKETING & FAN EXPERIENCE

- **Position Title** Marketing & Engagement Assistant
- **Supervisor's Title** Director of Marketing and Fan Engagement
- **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 Division I sporting events with primary focus on ticketed sports.
- **Job Responsibilities**
 - i. Marketing:
 1. Oversee student marketing efforts including the **development of a comprehensive student marketing plan** and lead all student marketing efforts on and off campus.
 2. Serve as liaison with the Bear Den, UNC's official student fan club.
 3. Oversee the marketing and gameday experience for select sports.
 4. 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.
 5. Assist with on and off campus mascot appearances.
 6. Oversee Bear Internship Program
 7. Represent UNC Athletics at on- and off-campus events
 8. Conduct market research
 - ii. Sales:
 1. Assist with the execution of Ticketing Sales Plan with emphasis on group sales.
 2. Develop new business for UNC Athletics through prospecting, generating referrals and leads, cold-calling and face-to-face appointments.
- **Required Qualifications**
 - Must be a team-oriented, enthusiastic self-starter with an outgoing, positive attitude and eagerness to learn and succeed in a career in collegiate athletics.
 - Work well in fast-paced, high-pressure environment with the ability to think quickly and efficiently.
 - Strong communication skills.
 - Willing to learn or possess knowledge of graphic design software including Adobe Photoshop, InDesign and Illustrator.
 - Experience and/or willingness to learn with social media platforms including but not limited to Twitter, Snapchat, Facebook and Instagram.
 - Must be able to perform activities with confidence, manage crowds and provide excellent customer service.
 - Work nights, weekends and holidays as requested.
- Supervisor of Position – Leslie Trujillo | 970.351.2197 | leslie.trujillo@unco.edu
- How to apply: Please submit your resume, cover letter and references to the email address above.