UNIVERSITY OF WISCONSIN – SUPERIOR
POSITION DESCRIPTION
Athletic Marketing and Fundraising Specialist

Working Title: Athletic Marketing and Fundraising Specialist
Hayes Hill Title/Level: Development Specialist/100% 12 month appointment
Position Reports to: Athletic Director

Position Summary:
The Athletic Marketing and Fundraising Specialist is responsible for the development of an integrated athletic marketing and fundraising plan that will raise exposure and increase revenue for University Athletics. Responsibilities include collaboration with University foundation, University Alumni Association, Public Relations and Athletic department staff in the development of this plan and recommend plan implementation timeline and resources needed. The position will also be responsible for directing current Athletic department marketing efforts already in place.

Duties and Responsibilities:
- Sell corporate sponsorships, including inventory available at Wessman Arena, Mortorelli Gym, Thering Fieldhouse, and the various outdoor fields. Sponsorships will also be sold in individual team game programs, on KUWS sports radio broadcasts, Internet webcasts, and on the Yellowjacket Athletics web site.
- Conduct drives to sell individual tickets and season ticket packages to the corporate community and the private sector.
- Produce individual game programs for specific sports.
- Coordinate all athletic promotional events, including sponsor-driven theme nights and regular in-game promotions.
- Cross-over advertising sales with KUWS and the new platform of B2 Networks generating the revenue necessary to have Yellowjacket Athletics broadcast on the radio and on the Internet.
- Increase number of members involved with Yellowjacket Booster Club.
- Assist individual teams as needed with their team-based fundraising and marketing of their camps and clinics. Camps and clinics sponsorship must also be generated.
- Work with University Foundation and University Alumni Association to generate further revenues from former Yellowjacket athletes; including but not limited to an alumni athlete donor program and increasing attendance by athletes at alumni events.
- Establish a community outreach program that will see athletes and coaches increase their exposure in the community, including but not limited to programs geared toward elementary schools and youth sports programs.
- Establish a fundraising program geared to work with and aid local charities.
- Work with the resources on campus to get the campus community more involved with University Athletics and the fundraising initiatives.
- Collaborate with sports information department on management of athletics web site as well as information being submitted to area media outlets.
- Oversee the design and maintenance of Yellowjacket Athletics web site, including the production of feature stories and daily updates, as well as establishing sponsorship opportunities on the Internet.
- Participate in alumni and community functions as a representative of the University of Wisconsin-Superior and Yellowjacket Athletics.
- Supervise student workers.
- Further duties as assigned by supervisor.

Knowledge, Skills, Ability:
- Ability to organize work flow and coordinate activities.
- Ability to prioritize and work on multiple projects simultaneously.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in diverse settings, both on campus and in the community.
- Ability to demonstrate effective communication skills, both written and verbal.
- Skill in operation of modern office machines, communication tools, equipment, computers and relevant software.
- Skill in basic desktop publishing and basic web site management.
- Ability to work in both Television and Radio broadcasting.

**Minimum Qualifications:**

- Bachelor's Degree in Sports Management, Marketing or other related field.
- Two or more years of experience in athletic marketing, sports information or related field required.
- Valid driver's license.

**Qualifications that may be considered assets:**
- Master's Degree preferred.
- Experience in fund raising desired, preferably in a college setting.