



**Human Resources
POSITION DESCRIPTION (HR 120)**

CLASSIFICATION: Public Affairs/Communications Specialist – Exempt II **DEPARTMENT:** Athletics-Marketing/Communications
WORKING TITLE: Marketing and Fan Experience Coordinator **FLSA:** Exempt

INCUMBENT:

PURPOSE:

The Department of Intercollegiate Athletics sponsors 21 sports at the NCAA Division I level. All sports compete in the Big West Conference except Football (Big Sky Conference), Wrestling and Men’s Swimming (PAC-12) and Women’s Swimming (MPSF). Women's NCAA Division I sports programs: basketball, volleyball, beach volleyball, soccer, softball, cross country, indoor track and field, outdoor track and field, swimming and diving, tennis, and golf. Men's NCAA Division I sports programs: football, basketball, baseball, cross country, golf, swimming and diving, tennis, outdoor track and field, soccer, and wrestling. Currently, the following 8 sports are ticketed: football, men’s basketball, women’s basketball, women’s volleyball, baseball, men’s soccer, women’s soccer and wrestling.

Under the general direction of the Associate AD, Advancement, this position is responsible for the marketing, promotions and fan experience for all sports; contributes to the development and implements marketing, game operations and promotional plans to enhance the brand and revenue of Cal Poly Athletics; coordinates fulfillment of business sponsorships with Mustangs Sports Properties; provides oversight of the Mustang Kids Club and community outreach programs which includes Adopt-A-School program; assists with the annual scholarship drive; advises and coordinates the spirit group (Mustang Maniacs) and cheerleaders; and coordinates with the Cal Poly Band for performances at Athletics events. The position works closely with campus groups to enhance the student participation in sporting events, and manages the internship program.

DUTIES AND RESPONSIBILITIES:

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS Daily 90%

Under the general direction of the Associate AD, Advancement, this position is responsible for activities associated with marketing, promotions and fan experience for Athletics:

- Contribute to the development of marketing and promotions activities for all 21 intercollegiate sports. Coordinate advertising campaigns with all local media. Design promotions specific to each sport or event. With assistance from graphic design student assistant, produce collateral material including brochures, posters, schedule cards, flyers and ads, including developing distribution plans.
- Collaborate with Cal Poly Ticket Office to implement plan to meet all ticket revenue goals, including student, individual, mini-plan, season and group ticket sales.
- Serve as department liaison with external constituents in advertising as they relate to print, radio and TV.
- Assist with coordinating Athletics events including setting up the press box. Develop and coordinate scoreboard, music and video board operations as appropriate for Athletics events, including arranging and managing all content and in-game promotions.
- Coordinate activities and interact with Mustangs Sports Properties. Provide fulfillment of business sponsorship programs.
- Collaborate with Mustangs Sports Properties to help facilitate incremental sales.
- Advance the goal of making Cal Poly Athletics game experience enjoyable for all in attendance.
- Oversee internship program. Evaluate and hire student interns to provide support in marketing and promotions area. Establish job responsibilities for each student worker and supervise activities.
- Oversee Mustang Kids Club and coordinate community outreach efforts for teams and the department. Develop marketing plan to increase membership in the Kids Club. Coordinate Kids Club events, mailers, and membership benefits. Increase the community outreach efforts through development of new programs. Oversee Adopt-A-School program by coordinating with local schools and student-athletes for scheduling.

- Assist with Mustang Athletic Fund scholarship drive and auction.
- Coordinate the spirit organizations activities as they relate to athletic events. Includes the Dance & Cheer Teams, Mustang Maniacs, and the Cal Poly Band. Oversee the Cheerleaders budget.

OTHER JOB FUNCTIONS

As Needed 10%

- Assist with other Athletics Department events and functions as requested.
- Perform other job-related duties and special projects as assigned.
- Attend training and maintain currency as appropriate to safely and effectively complete assignments.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

LICENSES, CERTIFICATES, DEGREES, CREDENTIALS: Possession of a valid driver's license or ability to obtain by date of hire.

REQUIRED QUALIFICATIONS (SKAs):

- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the public affairs, media, marketing, and sports information areas.
- Knowledge of sales and marketing strategies typically used within intercollegiate athletics.
- Ability to coordinate media activities in conjunction with athletic events.
- Working knowledge of copyright and other applicable laws pertaining to publications and the media.
- Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.
- Thorough knowledge of and ability to use effectively media outlets including planning media coverage and media publicity campaigns for the university and events.
- Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals. Ability to appropriately handle sensitive and confidential information.
- Ability to analyze and select pertinent facts and integrate them into communication vehicles.
- Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.
- Ability to apply appropriate statistical techniques and methods to research or sports information.
- Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, publisher, on-line systems, Internet as well as online calendaring and email.
- Working knowledge of budget policies and procedures. Ability to perform business math, analyze budgetary data, and make accurate projections requiring some inference.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Ability to build and manage more sophisticated media contacts.
- Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.
- Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver media messages.
- Ability to provide lead work direction.

PREFERRED QUALIFICATIONS:

- Demonstrated knowledge and experience working with an NCAA Division I Athletics program.
- Working knowledge of design software programs.
- Demonstrated skills in an institution/educational environment utilizing a customer-oriented and service-centered attitude.

SPECIAL CONDITIONS:

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work flexible hours including weekends and evenings in accordance with Athletics event schedules.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.