



Athletic Corporation *California State University, Fresno*

Marketing Coordinator **Athletic Corporation – Vacancy #A403**

Compensation:

\$3,166.67 – \$3,666.67 per month. This position includes full benefits. This is a full-time (equivalent to 40 hours per week), non-exempt position. Athletic Corporation employees are at-will.

Overview:

This position reports directly to the Director of Marketing. The position is responsible for creative direction for specific sports assigned. Responsibilities include assisting in management of game day staff interns; assisting in the daily operations of the athletics marketing office; overseeing specific aspects of sport budgets; assisting and coordinating single and group ticket sales campaigns; collaborate in creating, managing and executing in-game operations and promotions to develop a greater interest and support of Fresno State students, faculty and staff, and the general public. Direct oversight over, but not limited to: Volleyball, Men's basketball and Lacrosse (sports subject to change).

The essential functions of the job include:

- Assisting the daily operations of the athletics marketing office
- Assisting in the implementation of media buys and creative direction of marketing campaigns
- Create, develop and implement marketing plans for designated assigned sports
- Conducting and coordinating season and single game ticket sales campaigns
- Assist in managing year round student internship program
- Creating the ultimate fan experience at Fresno State venues
- Managing and controlling the budget in accordance with established guidelines
- Liaison for grassroots on-campus, student outreach marketing efforts
- Develop, lead and coordinate student and campus engagement activities in partnership with the university
- Create and Coordinate various game management responsibilities for assigned sports.
- Oversight over official Dog Pound student section
- Management and promotion of the Red Wave Student Rewards App
- Assist in TimeOut mascot program; handling scheduling, conduct and overall growth of program
- Graphic design responsibilities over specific sports and general marketing
- Assist in social media management including but not limited to: Facebook, Twitter, Instagram and SnapChat
- Other duties as assigned

Required Education, Experience, Knowledge, Skills and Abilities:

- Bachelor's degree in Marketing, Sports Management, or related field
- Three or more years of recent athletics marketing/promotions experience
- Demonstrated experience conducting season and single game ticket sales campaigns
- Competent in the use of PhotoShop, Sound Director, PC and Microsoft Office Applications software including word processing, spreadsheets, databases, and web page development
- Knowledge of:
 - Practices, principles and methods of budget management
 - Title IX regulations
 - NCAA, Mountain West rules, compliance and regulations
 - General Ticketing operations
- Strong oral, written communication and creativity skills

Please visit the [Fresno State Jobs webpage](#) for the Athletic Corporation Application and to view current listings of all available Athletic Corporation and University employment opportunities.



Athletic Corporation California State University, Fresno

- Ability to:
 - Establish and maintain effective working relationships with faculty, staff, business partners, and the general public
 - Strictly adhere to NCAA, Mountain West and athletic department rules and regulations
 - Acquire knowledge of and rapidly apply athletic department rules and regulations
 - Quickly understand and develop positive working relationships with Bulldog Sports Properties/Learfield partners
 - Work in a flexible, collaborative manner
 - Work in a fast-paced environment with frequent interruptions while under pressure of meeting deadlines
 - Apply effective listening, writing and oral skills and competence in interpreting and communicating procedures, policies, information, ideas and instruction
 - Work independently and follow through with minimal direction
 - Work extended 8-hour workdays and weekends as necessary
- Ability and willingness to support the diversity and equity commitments of the department
- Demonstrated ability to work effectively with individuals from diverse ethnic, cultural and socio-economic backgrounds and project a professional attitude
- A history of regular attendance and positive performance evaluations

Preferred Knowledge, Skills and Abilities:

- Graphic Design
- Working closely with youth leagues, non-profits and community organizations
- Grassroots Marketing
- Game Day Event Operations experience

Deadline to Apply:

Final day to apply is **March 16, 2017**.

Application Requirements:

An [Athletic Corporation Application](#), a resume, and a list of three professional references, including telephone numbers, are required. A cover letter that addresses your qualifications for the position is also required.

Apply By Mail:

California State University, Fresno - Human Resources
5150 North Maple Avenue, M/S: JA41
Fresno, California 93740-8026

Apply By Fax or In Person:

Joyal Administration Building, Room 211
Phone: (559) 278-2032
Fax: (559) 278-4275

Thank you for your interest in a non-faculty position with the Athletic Corporation of California State University, Fresno.

The Athletic Corporation of California State University, Fresno is committed to Equal Employment Opportunity and Affirmative Action. Applicants will be considered without regard to sex, race, color, religion, national origin, sexual orientation, marital status or disability. The Athletic Corporation actively seeks and encourages applications from members of all underrepresented groups. The Athletic Corporation is committed to providing equal opportunities to men and women CSU students in all campus programs, including intercollegiate athletics. The Athletic Corporation is associated with the University; however, employees of the Corporation are not employees of the University or the State of California.

Please visit the [Fresno State Jobs webpage](#) for the Athletic Corporation Application and to view current listings of all available Athletic Corporation and University employment opportunities.



Athletic Corporation California State University, Fresno

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act, crime report statistics are available at <http://www.fresnostate.edu/adminserv/police/clery/>.

Background investigations will be conducted, as required, depending upon the job requirements of a position. These could include, but are not limited to, processing of fingerprints through the Department of Justice and degree and license verifications. An offer of employment may or may not be extended based upon the results of these verifications.

Pursuant to the requirements of the Immigration Reform and Control Act of 1986, any offer of employment is contingent upon verification of individual's eligibility to be employed in the United States.

Pursuant to Executive Order 883, reasonable accommodation is to be provided upon request from an employee or applicant with disabilities, unless doing so would impose an undue hardship on the campus. What constitutes a reasonable accommodation is to be determined by the campus on a case-by-case basis after it has received the individual's request for accommodation and engaged in an interactive process. Employees or applicants requiring reasonable accommodation should contact Human Resources directly at (559) 278-2032.

University Information: (<http://www.fresnostate.edu/>)

Fresno State is one of 23 campuses of the California State University System. The university's mission is to offer high quality educational opportunities to qualified students at the bachelor's and master's levels, as well as in joint doctoral programs in selected areas. The University serves the San Joaquin Valley while interacting with the state, nation, and world. Through transformational applied research, technical assistance, training and other related public service activities, the University builds partnerships and linkages with business, education, industry, and government. The University competes athletically in Division I FBS and is a member of the Mountain West Conference.

The University's current enrollment is more than 24,000 students from diverse backgrounds, which creates a culturally rich environment. The campus, which has been designated as an arboretum, is spread over 1400 acres. Metropolitan Fresno, with a multi-ethnic population of over 600,000 is located in the heart of the San Joaquin Valley on the western edge of the Sierra Nevada Mountain Range. The campus is within easy driving distance of San Francisco, Los Angeles, Yosemite, Kings Canyon, and Sequoia National Parks, the Monterey Peninsula, Lake Tahoe, beaches, sailing lakes and numerous ski resorts. Fresno boasts one of the most reasonable housing markets in California and offers a wide array of locally grown fruits and produce.