ATHLETIC MARKETING GRADUATE ASSISTANT

RESPONSIBILITIES:

• Develop and implement marketing and promotions plans to increase ticket sales, game attendance, and fan experience for assigned sports
• Design promotional graphics and/or utilize graphics templates for assigned sports
• Provide support in the planning, coordination, and execution of marketing and promotions plans for Football, Men's Basketball, and Women's Basketball
• Identify new and innovative concepts that will engage new and existing fans and students, resulting in an excellent fan experience
• Become familiar with all aspects of game day including but not limited to script writing & execution, videoboard operations, PA/music systems, sponsorship fulfillment, and recognitions
• Willingness to operate videoboard, music, public address, mascot duties, etc. when necessary
• Participate and engage at community and on-campus events
• Work with community and on-campus leaders to promote athletics events
• Other duties as assigned by supervisor
• Required to work every home football game
• Some evening and weekend hours required
• Consistent use of strong interpersonal skills
• Use time management skills to complete work assignments and meet deadlines

QUALIFICATIONS:

• Bachelor’s Degree in a related field
• Strict adherence to NCAA, university, and athletics department rules and regulations
• Effective communication (verbal and written), organization, and human relations skills
• Proficiency in Microsoft Office programs (Word, Excel, PowerPoint, Outlook)
• Experience with Adobe Photoshop
• Ability to work with diverse populations
• Successful completion of background investigation prior to employment.

PREFERRED QUALIFICATIONS:

• Experience as a student worker or intern with an athletic marketing department
• Demonstrated experience with social media
• Experience with other Adobe Products (Premier, Illustrator, etc.)

Compensation: The athletic marketing graduate assistant position for Georgia Southern University Athletics will include a monthly stipend plus tuition in the fall, spring, and summer semesters. Benefits, books, and fees not included. This position will require a flexible work schedule including work on evenings and weekends. This position will begin August 1st, 2020 and is a two-year commitment. An offer is contingent on the candidate’s acceptance into a Georgia Southern graduate program.

To Apply: The position will remain open until filled. If interested in applying, please submit a cover letter and resume to Dan Adams, Assistant Athletic Director for Promotions and Fan Experience, at dadams@georgiasouthern.edu.