

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Assistant Athletic Director for Fan Engagement

Department: Athletics

Supervision Received: Director of Athletics

Supervision Given: Student Workers, Game Workers,
Sports Info Staff

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees are expected to embrace these expectations and to model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Aim to achieve excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*
- *Efficiency is achieved through wisely and efficiently.*

Purpose:

This position provides marketing for all athletic teams and enhances the game day experience. In completing these tasks, this position will enhance our overall athletic image and assist in boosting game attendance and overall visibility of the athletic department by helping to create a collegiate environment at all varsities athletic contests and events.

Essential Functions:

- Marketing and promotion of the athletics department, coaches, and student-athletes
- Devise annual marketing plans for the athletic department in conjunction with the Director of Athletics, Associate Athletic Director for External Operations and the Associate Vice President for Marketing and Communications
- Work with Communications to develop and plan creative content in line with department goals
- Promote teams and coaches through organizing community service projects and publicizing those projects
- Develop and oversee game day marketing/promotional events generated through sponsorships
- Collaborate with the Associate Athletic Director for External Operations to purchase sponsor signage for athletics venues and oversee installation of signage
- Oversee game day management from promotions to game production and coordination of all events surrounding home athletics contests and special events
- Oversee setup and breakdown of all venue and serve as liaison between Chartwells/FMS/Scheduling/OBU PD/Athletics
- Oversee personnel for game day events
- Coordinate closely with spirit programs, band, and mascots
- Responsible for annual budget process including advertising, sponsorship fulfillment, promotional items, and other departmental purchases

- Meet with game day staff prior to events to ensure seamless transition from event to event and back to the contest
- Lead game operations meetings ahead of home athletics events
- Assist in raising funds for the athletic department, including sponsorship sales
- Recruit and develop interns and student workers
- Organize and oversee annual Hall of Fame banquets
- Organize and oversee the end of year athletic awards ceremonies
- The Director of Athletics may assign other duties

Qualifications:

Required

- Must have great people skills
- Must be a good communicator
- Must have creative thought processes
- Must have great organizational skills
- Bachelor's degree
- Adobe Creative Suite products
- Daktronics Show Control
- This is a high-energy position that will require the applicant to be at most home athletic events

*Evangelical is a broad term referring to a segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.

****Please apply using the link for "Administrative Applications" on the OBU website at <https://www.okbu.edu/hr/jobs.html>.**

- Active member of local evangelical church.

Preferred

- Master's degree
- Previous experience in athletic marketing and game management