

CHAMPIONSHIPS AND ALLIANCES / Marketing

General Position Summary: This position is responsible for assisting in the marketing and promotion of championship events, community engagement initiatives and in-venue experiences for designated championships while providing first-class service to internal and external key stakeholders and sponsors.

Desired Knowledge, Skills and Abilities: A self-starting, motivated individual with experience in event marketing and planning is required. Excellent written, verbal and organizational skills essential. Ability to multitask and work well as a team and individually is essential. Ability to analyze, problem solve and think strategically is important. Basic design experience is a plus.

Duties and Responsibilities:

1. Assist in the management of marketing efforts to increase awareness and attendance for championship events and community engagement initiatives for select championships.
2. Assist with content strategy for select championship information pages on NCAA.com, review local microsites and provide content for championship apps, where applicable.
3. Assist in the management of content calendars, e-newsletter initiatives and fan communications.
4. Assist in coordinating in-venue presentations encompassing championship-wide initiatives, day-to-day communication, planning, implementation, monitoring and review.
5. Assist with coordinating some game day production logistics, including, but not limited to: pregame opening ceremony activities, halftime presentations/entertainment, national championship postgame awards presentation and other entertainment enhancements as assigned.
6. Assist with coordinating championship ancillary events, logistics, programming, execution and review.
7. Provide support and assistance to the department as needed.
8. Actively engage and participate in department's initiatives leading by example of the national office values.

Principal Contacts — Internal:

1. Branding (daily).
2. Community Relations (daily).
3. Corporate Relations (daily).
4. Fan Engagement (daily).
5. Fan Marketing (daily).
6. Championships Marketing/Ticketing (weekly).
7. Championships Operations (weekly).

Principal Contacts — External:

1. Section 127 (daily).
2. Turner Digital (weekly).
3. Van Wagner Sports & Entertainment (weekly).
4. Administrators at member institutions and conferences (occasionally).
5. Local organizing committees and host city officials (occasionally).
6. Game day entertainment vendors and talent (occasionally).