

Assistant Athletic Director – Marketing & Sales

Northern Illinois University, member of the Mid-American Conference and sponsor of 17 Division I sports, is seeking applications for the full time position of Assistant Athletic Director for Marketing and Sales. The successful candidate will be an integral member of the marketing, promotions and sales arm of the Athletics Department with primary responsibility of assisting with administration of all marketing and group plans for intercollegiate athletics, including annual development and implementation of a comprehensive marketing and promotions plan to maximize ticket revenue and attendance for selected sports, as well as oversee ticket sales efforts and game day atmosphere. Additional responsibilities include, but are not limited to: coordination and execution of all in-game scripts, promotions and activities for all ticketed sports; fulfill all sponsor related promotions and in-game activities in coordination with IMG; assist with special events related to promoting NIU Athletics, specifically ticket sales; coordinate all advertising campaigns and buys for all sports; oversee Marketing and Sales staff; oversee the Cheerleading program.

Required Qualifications:

Bachelor's degree; three to five years experience in **sports** sales/ marketing or related field; excellent oral and written communication skills, as well as strong organization and interpersonal skills; demonstrated successful management (including time management) skills; ability to use relevant software; knowledge of or willingness to learn NCAA, Conference, and University rules and regulations and to abide by them.

Preferred Qualifications:

Master's degree in Marketing, Sports Administration or related discipline; marketing or ticket sales experience in intercollegiate athletics at the Division I level.

Application Information:

Applicants must email (preferred), fax, or mail a letter of application which addresses each of the qualifications listed above, a resume of professional accomplishments and experiences as well as three current professional references with title and contact information.

Applications must be complete, and received by 4:30 p.m. on Friday, February 17, 2012. Incomplete applications will not be accepted.

Send application materials (e-mail preferred) to:

Sheila Berg
Director of Personnel, Intercollegiate Athletics
Northern Illinois University
Suite 200 Convocation Center
DeKalb, IL 60115-2854
EMAIL: sberg@niu.edu
FAX: 815-753-9355

Northern Illinois University is an EEO/AA Employer. Pre-employment criminal background investigation required.