



Athletics Marketing Assistantship (Volunteer)

About College of the Holy Cross:

Founded in 1843 in Worcester, Massachusetts, the College of the Holy Cross is among the nation's leading liberal arts institutions. A highly selective, four-year, exclusively undergraduate college of 2,800 students, Holy Cross is renowned for offering a rigorous, personalized education and Division 1 Intercollegiate Athletics.

Holy Cross highly values the unique skills, perspective, talents and passion that each employee contributes to its learning community. To work at the College is to accept an invitation to participate in the growth and development of all campus members -- students, faculty and staff -- in a community marked by freedom, mutual respect and civility. Job candidates of all ethnic, racial and religious backgrounds who embrace the open and inclusive culture of Holy Cross are welcome and encouraged to apply.

Job Summary

Assist with the creation of the overall marketing strategy including digital, TV, radio, print social media, mobile etc. Create plans that are aligned with the College Marketing and Communications overall marketing plan and priorities for promotional items, events and Crusader Athletics Fund initiatives. Assist with research efforts to identify most effective channels to reach a targeted audience. Coordinate content from internal departments and to send marketing and communication based emails, including Ticket Sales information, Community Newsletters, e-newsletters, etc. Assist with coordination advertising, brand awareness and creative.

Major Areas of Responsibility

- Developing and executing the departments strategic marketing and business plan, which includes but not limited to: Revenue generation, Community engagement, and event experience with a dual purpose goal of enhancing Holy Cross's brand awareness and increasing consumer affinity.
- Activate overall marketing plan for athletics, including ticket sales, attendance, community outreach, branding, and lead generation.
- Generate increases in season tickets sales, retention, single game ticket sales, and group ticket sales.
- Direct and Implement all advertising elements, including online, print, digital, community, and partnership components of the marketing plan.
- Creating in-game activities, promotions and an exciting atmosphere to enhance the enjoyment for attendees and improve the home field/court competitive advantage for Crusader teams.
- Generating increased student attendance and engagement for all athletic teams.
- Demonstrating an understanding of customer and alumni behavior and strategizing initiatives and communication points to increase customer satisfaction and retention metrics as defined by the annual athletic department customer survey.

- Development of sport specific marketing campaigns, which will include promotional ideas balanced in a managing and advising the Pep Band, Cheerleaders, and Mascots who are required to attend specific games, as well as, working with student activity groups to organize performances.
- Oversee activation of a comprehensive social media and web presence campaign, including GoHolyCross.com Auction.
- Act as the primary marketing contact for coaches and sport administrators.
- Direct and coordinate all revenue related special events, including award show, golf tournaments, team alumni events,
- Coordinate marketing messages in conjunction with all campus entities, including Marketing & Communication, Development and Community Relations.
- Other marketing responsibilities as assigned.
- Oversee the operational activities of the Graduate Intern for Athletics Marketing.

Minimum Qualifications

- Bachelor's required;
- Some experience in professional or intercollegiate athletic environment.
- Ability to take complex ideas and present them in a manner that is easy to consume and share.
- Experience managing a small team and working cross-functionally to achieve department goals.
 - Strong research and analytical skills, with an ability to identify trends, draw valid conclusions and make insightful recommendations.
 - Strong quantitative analysis skills to interpret data and mine for insights..
- Ability to work in a fast-paced environment and manage multiple projects effectively with tight deadlines.
- Strong quantitative analytical ability. Excellent written and verbal communication skills.
- Bachelor's degree in a related field
- Proficiency using Microsoft Office Suite and Adobe Creative Suite Products
- In Graduate school, attempting to get in to Graduate school or post graduate looking for experience.

Compensation / Time Commitment

- 10 month assistantship/volunteer commitment
- \$10,000 stipend provided for expenses for the successful candidate
- Program/School credit can be provided for this position in conjunction with the stipend