

# Wofford College

Director for Marketing and Promotions  
Department of Athletics

Wofford College invites applications for the next Director for Marketing and Promotions in the Department of Athletics. The director reports directly to the associate athletic director for media relations and has primary responsibility for marketing, season ticket sales and promotion of athletic events. This is a salaried, full-time exempt position. Given athletic events and activities, evenings and weekends, along with regular travel, are expected in this role. The normal college office hours are 8:30 a.m. to 5 p.m. Monday through Friday, and the minimal work hours expected will be 40 hours per week.

## KEY RESPONSIBILITIES:

**Director for marketing and promotions (80%):** Under the general direction of the associate athletic director for media relations, market and promote athletics for Wofford College. Perform all strategic programmatic planning and administrative needs.

### A. Marketing

- Sports schedule card sales.
- Plan special events for corporate ticket holders and any game sponsors.
- Maintain a thorough knowledge of NCAA, Southern Conference and institutional rules and comply accordingly.

### B. Season ticket sales

- Coordinate corporate events and advertisers.

### C. Promotion responsibilities

- Implementation of in-game promotions for all sports, including men's and women's soccer, volleyball, football, men's and women's basketball, baseball and men's and women's tennis.
- Pre-event promotions for all sports listed above to attract attendance and community support for events listed previously.
- Public address announcements, announcement scripts and music for events listed previously.
- Ordering of all promotional giveaway items for events listed previously.
- Game-day operations at football and men's basketball games.
- Coordinate and collaborate with faculty and other appropriate college staff to ensure compliance with college-wide related athletic compliance needs (Title IX, academic conduct, etc.).

### Other Duties as Assigned (20%)

- Attends professional meetings, clinics, workshops, etc.
- Serves on college committees, as delegated, elected or assigned.
- Keeps abreast of current trends, developments and updates in sports. Maintains membership and active participation in professional organizations.
- Performs other duties, tasks, or projects as assigned.

## QUALIFICATIONS:

Bachelor's degree required. Previous experience and master's degree preferred.

**APPLICATION:**

Application materials can be submitted electronically to [LineMD@Wofford.edu](mailto:LineMD@Wofford.edu). Application materials include: (1) a letter of application explaining how you meet the qualifications of this position; (2) a current resume; and (3) names and contact information for (minimally) three professional references. Preference will be given to applications received by January 4, 2021.

**EEO STATEMENT:**

Wofford College values diversity within our students, faculty, and staff, and take intentional measures to recruit, develop, and retain the most talented people. Wofford does not discriminate in employment on the bases of race, color, creed, religion, sex, sexual orientation, transgender status, gender identity, age, national origin, disability, veteran status, or any other legally protected status in accordance with applicable federal, state and/or local laws.

Wofford College will provide reasonable accommodations for qualified individuals. If you require an accommodation to participate in any part of the hiring process, please reach out to [HumanResources@Wofford.edu](mailto:HumanResources@Wofford.edu).

**COMPLIANCE WITH TITLE IX:**

In compliance with Title IX of the Education Amendments of 1972, Wofford College does not discriminate against any employee, applicant for employment, student, or applicant for admission on the basis of sex. Policies and procedures for addressing complaints of discrimination and harassment can be found at [www.wofford.edu/titleix](http://www.wofford.edu/titleix). Reports can be made to the Title IX Coordinator at any time. Inquiries related to the application of Title IX at Wofford should be referred to the college's Title IX Coordinator and external inquires can be made to the Department of Education.

Wofford College Title IX Coordinator  
Amanda Estabrook  
429 N Church St.  
Campus Life Building, Office 6  
Spartanburg, SC 29303  
(864) 597-4047  
[estabrookar@wofford.edu](mailto:estabrookar@wofford.edu)

External inquiry can be made to: Office for  
Civil Rights (OCR)  
U.S. Department of Education  
400 Maryland Avenue, SW Washington,  
D.C. 20202-1100  
(800) 421-3481  
[OCR@ed.gov](mailto:OCR@ed.gov) / <http://www.ed.gov/ocr>