

Associate Director - Marketing & Fan Development

Job Code: 8215

Salary Grade: S08

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

This position plays a key role in growing the visibility, attendance, and engagement of the university's athletics programs. This position is responsible for developing and executing integrated marketing campaigns, enhancing the fan experience, and cultivating strong connections with students, alumni, and the local community. Through strategic branding, targeted promotions, and collaborative initiatives, this role supports ticket sales growth, student engagement, and overall fan development.

- Collaborates with assigned sports to define and maintain consistent, on-brand messaging across all marketing channels.
- Assists in shaping the overall Athletics Department brand and ensure alignment with individual team identities that resonate with students, fans, and the local community.
- Partners with Ticket Operations and Ticket Sales to establish and support sales and attendance goals through strategic campaigns for season tickets, group sales, and single-game tickets.
- Coordinates with Fan Engagement & Event Presentation to develop and implement promotional plans and giveaways that drive attendance.
- Executes mass media advertising campaigns (TV, radio, print, billboard) in collaboration with media partners and internal departments.
- Works with Digital Strategy & Revenue Innovation to deploy targeted campaigns using digital, email, social media, and new marketing platforms.
- Manages advertising budgets (cash and trade) and develop comprehensive, multi-channel marketing schedules.
- Collaborates with Creative Strategy and SoonerVision to produce compelling static and video content tailored to each platform and campaign.
- Ensures campaign alignment and integration across all departments including Digital Strategy, Fan Engagement, and Creative teams.
- Delivers marketing messaging through in-venue assets including public address announcements, videoboards, concourse signage, and tabling.
- Writes on-brand, engaging copy for commercials, live reads, and public address announcements.
- Monitors and adjusts campaign strategy based on performance metrics and ticket sales data.
- Maintains regular communication with advertising partners regarding creative updates, schedules, budgets, and performance reporting.
- Develops and executes strategies to increase student attendance, including partnerships with student organizations and targeted campaigns through social, email, text, and influencer marketing.
- Leads marketing efforts for Sooner Rewards, the department's student attendance incentive program.
- Oversees marketing strategy for the Sooner Kids Club youth engagement program.
- Prepares reports on marketing performance, attendance trends, and fan engagement, providing data-driven insights and recommendations.
- Supports Fan Engagement with operational needs on football gamedays and special events.
- Contributes to long-term strategic planning to enhance the Athletics Department's profile and community impact.
- Performs other duties as assigned

Minimum Qualifications

Education:

- Bachelor's degree

Equivalency/Substitution: Experience or a combination of education & related experience can be considered in lieu of degree. A one-to-one ratio is used to determine the number of years of experience required in place of a degree.

Experience:

- 2 years experience in branding, campaign strategy, performance marketing or related field

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities



JOB DESCRIPTION

The UNIVERSITY of OKLAHOMA

- Exceptional communication, writing and creative skills with the ability to craft compelling narratives and engaging content
- Collaborative team player with ability to build relationships and work effectively across several departments
- Highly organized and able to manage multiple projects and deadlines in a fast-paced environment
- Ability to analyze data and derive actionable insights to inform marketing decisions
- Ability to work flexible hours, including evenings, weekends, and holidays, in support of athletic events and promotional activities
- Knowledge of marketing principles, branding strategies, and fan engagement tactics, particularly within collegiate or professional sports environments.
- Knowledge of digital and traditional media channels, including social media, email marketing, TV, radio, and print.
- Familiarity with ticket sales strategies, promotional planning, and advertising performance metrics.
- Knowledge of NCAA regulations and compliance as they pertain to marketing and promotion

Working Conditions

- Office and in-venue settings, including outdoor and high-energy environments during sporting events
- Flexibility to work evenings, weekends, and holidays in alignment with athletic event schedules, promotions, and deadlines. Extended hours during peak sports seasons and major events are expected.
- Ability to stand or walk for extended periods during games, events, and setting up promotional materials
- Occasional lifting of equipment or supplies (up to 25 lbs).
- Travel may be required for promotional events, away games, or professional development opportunities
- Exposure to loud environments (e.g., stadium crowds, music) and varying weather conditions while working outdoor events is expected

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