JOB DESCRIPTION
The UNIVERSITY of OKLAHOMA

Director of Special Events & Sales

Job Code: 8323

Salary Grade: S09

FLSA Status: Exempt

Job Family: Athletics

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.

Job Responsibilities

Provides strategic leadership for the sales, booking, and execution of special events held within Athletics Department facilities. Responsible for maximizing facility utilization and revenue through external events, premium space rentals, and non-athletic programming, while ensuring exceptional event delivery, operational excellence, and full regulatory compliance.

- Manage events sales process, including prospecting, client engagement, contract negotiation, and closing, to achieve annual revenue and facility utilization goals
- Develop and implement strategies to maximize utilization, visibility, and revenue for Athletics Department facilities, including premium spaces and non-athletic programming.
- Identify and pursue new business opportunities, target markets, and partnerships for events and facility rentals
- Establish and maintain pricing structures, rental policies, usage guidelines, and operational procedures aligned with institutional objectives.
- Draft, negotiate, and execute contracts, bids, proposals, riders, and related agreements for events
- Oversee marketing and promotion of athletics venues to local, regional, and national promoters, organizations, and corporate partners to drive bookings and enhance visibility
- Collaborate with Business Operations on financial review, settlements, invoicing, and post-event reporting to ensure accuracy, compliance, and revenue optimization.
- Ensure all events comply with institutional, conference, NCAA, and applicable local, state, and federal regulations, including minors-on-campus policies.
- Monitor facility schedules and usage to ensure operational readiness and alignment with event priorities.
- Develop and implement event operations plans, including staffing, logistics, vendor coordination, and setup/teardown.
- Serve as on-site event lead for internal and external events, resolving issues in real time and ensuring safety, quality, and policy compliance this may include event setup and tear down.
- Manage relationships and contracts with event labor providers, equipment vendors, caterers, and service partners to include briefings or report updates
- Participate in departmental leadership meetings, long-term planning, and continuous improvement initiatives.
- Perform other duties consistent with the scope and level of the position as assigned.

Minimum Requirements

Education:

- Bachelor's degree in Sports Management, Business, Event Management, Hospitality, or a related field.

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 of experience in event sales, venue operations, athletics, or large-scale event management.

Required Certifications or Licenses:

- Valid Drivers License

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

Knowledge, Skills, and Abilities

- Strong knowledge of event operations, staffing, logistics, and vendor management
- Strong client service and relationship management skills, ensuring events align with departmental goals, institutional standards, and revenue objectives.

- Excellent communication, organizational, and problem-solving skills.
- Demonstrated experience in revenue generation, contract negotiation, and budget management
- Familiarity with NCAA, conference, and institutional compliance requirements
- Exceptional organizational and time management skills, with strong attention to detail across planning, execution, and follow-up phases
- Effective decision-making and problem-solving skills in fast-paced, client-facing environments
- Ability to manage multiple projects simultaneously and adhere to deadlines
- Ability to collaborate with external partners and stakeholders

Working Conditions

- Work is performed in a fast-paced, event-driven environment requiring frequent multitasking and adaptability.
- Position requires regular evening, weekend, and occasional holiday work based on event schedules and departmental needs.
- Prolonged periods of standing, walking, and moving between event locations.
- Occasional lifting, carrying, or moving of event-related materials may be required
- Ability to perform repetitive motions, communicate effectively
- Ability to lift and carry items weighing 15-50 lbs.

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