



Director of Athletic Marketing and Operations

Kentucky Wesleyan College is a leader in liberal arts and professional education with a long-standing reputation for quality and academic excellence. Currently serving approximately 700 students, Kentucky Wesleyan provides a challenging and supportive academic experience, a positive work environment, and a stimulating culture. Kentucky Wesleyan produces highly qualified graduates who become successful professionals in the career of their choice and valuable members of their communities.

Kentucky Wesleyan College seeks a full-time Director of Athletic Marketing and Operations to oversee game and event operations while working to generate revenue for the Athletic Department through corporate sponsorship, ticket sales, licensing, and other non-gift sources. The Director will work to increase event attendance and engagement through the development of marketing and promotional activities.

Responsibilities

Major responsibilities include but are not limited to:

- Organizing and overseeing all home athletic event operations, including the recruitment and scheduling of game management staff, proper care of game officials and visiting teams, and the safety and security of participants and fans.
- Managing relationships with existing corporate sponsors and actively developing relationships with prospective sponsors to maximize revenue generation.
- Ensuring the fulfillment of corporate sponsor benefits as specified by contract and managing the effective utilization of resources provided by “in-kind” sponsorships.
- Organizing and executing season ticket campaigns.
- Developing and executing strategies to increase attendance and engagement by fans and students at home events.
- Maintaining a current knowledge of and ensuring compliance with game management protocols and best practices as well as institutional policies and procedures and conference rules and regulations.
- Administering the licensing program for Athletics in conjunction with official licensing partner.

Qualifications

Applicants should have a bachelor’s degree from an accredited institution and two or more years of relevant experience in a professional setting, preferably within college athletics. Outstanding relationship-building skills, strong organizational and communication skills, the ability to work independently and think critically, and attention to detail are required, as is the ability and willingness to work nights and weekends.

Benefits

This full-time position has access to a full range of employee benefits, including health, dental, vision, and life insurance; retirement plans; tuition plans; and a generous benefit time program.

To Apply

Please submit a cover letter, resume, and the names and contact information for at least three professional references to Cindy Sublett in Human Resources at csublett@kwc.edu. The College will not sponsor applicants for work visas.

Review of applications will begin immediately and will continue until the position is filled.

Kentucky Wesleyan College is an equal opportunity employer.

Additional information about Kentucky Wesleyan College, the Athletic Department, and the Owensboro community may be found at:

- <https://www.kwc.edu/>
- <http://www.kwcpanthers.com/>
- <http://www.owensboro.org/>
- <http://edc.owensboro.com>
- <http://www.owensboromls.com/>

About Owensboro

Kentucky Wesleyan College is located in Owensboro, Kentucky, a vibrant, beautiful, and safe city on the Ohio River. Owensboro offers a big-city feel with southern charm and is easily accessible from metropolitan locations such as Evansville, IN; Louisville, KY; Nashville, TN; and St. Louis, MO. With more than 20 annual celebrations, including the International Bar-B-Q Festival, Owensboro is known as Kentucky's Festival City. Owensboro also has received several awards recognizing various positive aspects of the city, including the Top 100 Best Small Cities in the Nation (2015), the Best-Performing Cities (2016), and the All-American City Award (2013).