



## **Assistant Director – Marketing Atlantic Coast Conference**

The Assistant Director – Marketing is primarily responsible for assisting in the creation of marketing plans targeting ticket sales and purchase media across platforms that will help achieve the marketing groups annual goals. The candidate will be solution-oriented with excellent collaboration, written and verbal communication skills. The candidate must be driven to succeed, taking initiative, and providing solutions to issues. The ideal candidate is comfortable working and collaborating with various constituents at varying levels and is the consummate professional. The ability to work both independently and in a team setting to efficiently meet established goals and deadlines will be vital to the success of the candidate. Reporting directly to the Associate Commissioner – Marketing and Content Strategy, the Assistant Director – Marketing will be responsible for the following:

### **Responsibilities:**

- Assist the Associate Commissioner, Marketing & Content Strategy, in achieving the annual goals of the Marketing group.
- Assist in creating comprehensive ticket sales marketing plans and work with ad agencies and vendors to purchase media and develop ad creative for all platforms in assigned sports.
- Oversee the ACC database and develop strategies to build and utilize the list to drive business objectives.
- Oversee annual ACC Championship fan research plan and work with outside parties to implement the plan.
- Work with local organizing committees, ticketing agencies and advertisers to drive awareness of, and sell tickets to ACC Championships.
- Assist with the coordination of in-game elements for the ACC Football Championship Game, Men's and Women's Basketball Tournaments, Baseball Championship and select other Olympic Sports Championships (includes Run of Show, PA Script, Video Board and LED Graphics).
- Develop signage and branding plans for ACC Championships and other ACC events and work closely with outside partner to ensure implementation of the plan.
- Coordinate initiatives and distribute information to ACC Marketing Directors at all 15 institutions and facilitate collaboration and idea-sharing within the group.
- Create and implement ACC branding and promotion initiatives on-campus including video board graphics, co-branded giveaways, and on-site activations.
- Assist in the implementation of sponsor activations at ACC Championships and across ACC platforms.
- Participate and take a leading role in cross-functional teams across the External Affairs group.
- Support the ACC Creative Strategy Unit with design projects utilizing Adobe Creative Cloud.
- Manage the monthly tracking of the Marketing budget.

This job description is not an exhaustive list of all functions that the employee may be required to perform, the employee may be requested to perform additional functions and other duties as assigned by the Associate Commissioner – Marketing & Content Strategy.

**Education Requirements and Qualifications:**

- Bachelor's degree or the equivalent combination of education, training and experience from which comparable knowledge and skills can be acquired.
- Minimum of two (2) years professional work experience. Previous experience in college athletics strongly preferred.
- Proficiency with Microsoft Office Suite.
- Must pass pre-employment screens.

**Key Skills and Abilities:**

- Demonstrated excellent oral and written communication skills.
- Demonstrate a calm, courteous and professional demeanor under pressure when working with a variety of situations and/or people.
- Successful multi-tasker with the ability to prioritize workload and manage time and tasks efficiently, including the ability to pivot and redirect attention as the need arises.
- Proven ability to take initiative and make sound decisions without direction.
- Ability to handle multiple tasks and assignments simultaneously.
- High attention to detail and organizational skills.
- Proven team player, listener, and collaborator.
- Proven ability to maintain a positive attitude; reliable and dependable.
- Proactive communicator with high level of organization.
- Ability to maintain confidentiality of privileged and sensitive information.
- Display leadership, a service mindset, integrity, professionalism, and accountability.
- Always represent the ACC and its member institutions with pride and professionalism.

**Work Environment:**

This position typically operates in an office setting but also at indoor and outdoor venues including stadiums, arenas, and fields. Additionally, please note the following:

- Ability to remain standing/walking for up to 4 hours.
- Ability to remain sitting for up to 8 hours at a desk or computer.
- Due to the nature of the ACC's business, travel may occur to multiple sites as dictated by major and minor event schedules.
- Due to the nature of events indoors and outdoors, you must be able to endure varying weather conditions including wind, rain, and high and low temperatures.
- Understanding that due to the nature of our business, working hours can include working nights, weekends, and holidays as necessary.

The salary and benefits package will be competitive and commensurate with experience. Review of applicants will begin immediately and continue until the position is filled.

*All qualified applicants will receive consideration for employment without regard to age, sex, religion, creed, race, color, gender identity, sexual orientation, disability, genetic information, national origin, or other characteristics protected by state and federal law.*

\*Effective August 2023, the ACC office will be located in Uptown Charlotte, North Carolina.

To apply, send a cover letter, resume, and three references.