



Poudre School District

HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Athletic Marketing Specialist**
 Job Family: **Support Services**
 Prepared/Revised Date: **February 2, 2022**

FLSA Status: **Non-exempt**
 Pay Range: **SS55H**
 Job Code: **50685**

SUMMARY: Responsible for supporting and promoting Poudre School District’s Athletic Department with the athletic video scoreboard sponsorship program for revenue purposes. Liaison with sponsors, potential sponsors, the advertising firm, and high schools. Communicate and promote District athletic events, information, and news through social media, web communications, and other avenues. Support the ticketing system and athletic workers during athletic events.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Description of Job Tasks	Frequency	% of Time
	Daily = D Weekly = W Monthly = M Quarterly = Q Annually = A	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Develop, implement, and monitor the athletic video scoreboard sponsorship program for revenue purposes. Serve as a liaison between the district, advertising firm, and sponsors to coordinate and monitor sponsorships sold by schools/booster clubs, ensure sponsor requirements are upheld including artwork and digital file requirements, review all material uploaded into Scorevision app by students and boosters, ensure sponsors receive contractual elements involving board and promotional online exposure, and monitor payments from sponsors throughout the school year.	D	35%
2. Create and disseminate the video scoreboard sponsorship promotional packet and website. Identify and solicit donor prospects, develop relationships with sponsors, determine financial capacity, special interests, history, and current connections to the district. Coordinate promotional nights at football games with Title Sponsors. Maintain database of active donor and sponsor clients.	D	30%
3. Engage the community through daily social media posts at all levels of PSD Athletics. Actively disseminate, communicate, and promote District Athletic information, news, events, and announcements in a timely manner using a variety of means including but not limited to social media platforms, creating, and publishing lead stories, and updating/maintaining the Athletics website. Monitor social media platforms. Work with and train school staff to manage and customize their school/teams’ pages.	D	15%
4. Assist Athletic Department and Athletic Director as needed: compile and track seasonal honors of student athletes and coaches; stay up to date on CHSAA classification/conference and rule changes, act as backup for stadium managers and support staff, and monitor French Field and Timnath stadiums and report necessary repairs/work orders as needed.	D	3%
5. Attend work and arrive in a timely manner.	D	1%
6. Work closely with digital ticketing company and provide support to users, organize online modes of ticketing for high school athletic events, maintain ShopKeep point of sale system, prepare ticket reports, and process deposits per cash handling guidelines,	W	5%
7. Train, schedule, and coordinate ticket sellers. Manage the press box at all home football games including supporting the game crew, addressing problems, and screening all game announcements. Support, schedule, and oversee work of stadium managers when District Athletic Director is not present.	W	5%



8. Partner with District Communications Department to increase PSD Athletics presence in the community, promote athlete/coach of the month, and collaborate on promoting District Athletics and the video scoreboard sponsorship program.	M	5%
9. Perform other duties as assigned.	Ongoing	1%
	TOTAL=	100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Associate degree, two-year college certificate or equivalent in business, marketing, communications, or related field, Bachelor’s degree preferred.
- Minimum of three years of experience in athletics, game management, marketing, promotions, or related field.
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Knowledge of website development and management
- Knowledge in social media management, strategy, content creation and measurement; and social media management software including but not limited to Hootsuite and Google Analytics
- Ability to build strong relationships with community businesses and corporations
- Excellent oral and written communication skills
- English language skills
- Outstanding interpersonal skills
- Ability to manage multiple priorities and tasks with frequent interruptions
- Ability to work as a team player in a fast-paced environment
- Customer service and public relations skills
- Organizational, planning and time-management skills
- Ability to maintain honesty, integrity, and confidentiality in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, Superintendent policies and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with Adobe Creative Suite/Photoshop/Lightroom, Microsoft suite (Word, PowerPoint) and various social media platforms (including but not limited to Facebook, Twitter, Instagram, etc.)
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, email, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Direct reports:	This job has no direct supervisory responsibilities	



PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle, or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds		X		
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate			X	
Instruct		X		
Compute		X		
Synthesize		X		
Evaluate		X		
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			



VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	