Marketing & Engagement Coordinator, University of Delaware Department of Athletics.
Community & Campus Recreation
(1 position available starting 07/01/23, ending 06/30/24. $17 hourly, 28 hours a week)
University of Delaware
Newark, DE

Context of Job:
The Marketing & Engagement Coordinator, at the University of Delaware is a valued member within the University and Delaware Athletics, Community & Campus Recreation (DACCR), upholding and embracing the departmental mission of “Achieving Excellence Together.” The Marketing & Engagement Coordinator is responsible for assisting in all aspects of the Marketing & Engagement team functions within the Delaware Athletics, Community, Campus Recreation at The University of Delaware which includes serving as the lead marketing contact for select sports, creating captivating promotional/email campaigns with a focus on revenue generation, and helping facilitate on-campus/community events and activation opportunities.

Major Responsibilities:
• Serve as the primary sport contact for Volleyball & Women’s Lacrosse and secondary contact for one of the Basketball programs
• Maintain a gameday role for Football
• Lead efforts for Future Hens Club, official Kids Club of Delaware Athletics
• Develop Hen Tracks emails, the official newsletter of Delaware Athletics
• Serve as contact for on-campus tabling and activation activities
  o Blue Hen Fridays
  o 1743 Days
  o New Student Orientation, etc.

Minimum Qualifications:
• A creative, forward thinking, and revenue generating mindset
• Experience working in collegiate athletic department, preferably in Marketing
• Proficient in Microsoft Office, including Excel, Word, PowerPoint, and Outlook.
• Excellent interpersonal and communication skills
• Bachelor’s Degree
• Ability to prioritize multiple projects with attention to detail.
• Ability to handle information in a confidential, objective and professional manner

To apply for this position, send your cover letter and resume to George Crook, Assoc. Director of Marketing & Engagement at gcrook@udel.edu.

Equal Employment Opportunity
Employment offers will be dependent upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.

The University of Delaware is an Equal Opportunity Employer, which encourages applications from Minority Group Members, Women, Individuals with Disabilities and Veterans. The University's Notice of Non-Discrimination can be found at http://www.udel.edu/aboutus/legalnotices.html