Sales & Marketing Coordinator
University of Delaware
Department of Athletics and Recreation Services
Newark, DE

(1 position available; $13/hourly, 22 hours/week)

Context of Job
The Sales & Marketing Coordinator at the University of Delaware is a valued member within the University and Department of Intercollegiate Athletics and Recreation Services (DIARS), upholding and embracing the departmental mission of “Achieving Excellence Together.”

The Sales & Marketing Coordinator is responsible for assisting in all aspects of sales and marketing functions for Delaware Athletics. This position requires a flexible work schedule, including late evenings, weekends and holidays as needed.

Major Responsibilities
• Assist in outbound sales efforts by prospecting, networking, lead generation and referral gathering.
• Assist in ticket operations for internal and external events, which includes communicating effectively with customers to provide quality customer service.
• Assist in supervision of ticket operation and sales for multiple revenue generating sports.
• Assist in development and implementation of marketing strategies for various intercollegiate athletics programs, for the purpose of encouraging increased attendance and revenue generation.
• Assist in the execution of planned assets that include but are not limited to emails, social graphics, signage, and printed promotional items.
• Assist Delaware Marketing campus outreach with focus on faculty/staff, student groups, student committees and student body with an emphasis on increasing campus engagement and attendance.

Minimum Qualifications
• Proficient in Microsoft Office, including Excel, Word, PowerPoint, and Outlook.
• Proficient with the use of social media including but not limited to Twitter, Instagram, Facebook, & Tik Tok.
• Excellent interpersonal skills.
• Ability to prioritize multiple projects.
• Effective time management skills.
• Excellent communication skills.
• Ability to handle information in a confidential, objective and professional manner.

Preferred Qualifications
• Digital design experience using Photoshop or InDesign
• Experience with SalesForce CRM or Paciolan Ticketing System

To apply for this position, send your cover letter and resume to Erica Sieben (esieben@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