

Class Code:.....0230A-Rev6/11  
Position #: (PSA).....  
Developed by:.....  
Reviewed by:.....  
Approved by:.....  
Date:.....9/92; 3/05; 6/11; 7/11

**UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Coordinator, Athletics/Marketing, Development & Special Projects for Women's Athletics

**DIVISION:** Student Development (Athletics)

**REPORTS TO:** Associate Director, Athletics/Senior Women's Administrator

**GRADE:** 12

**SUPERVISES:** Volunteer staff/Intern(s)

**BASIC FUNCTION:**

Serve as the primary marketing and development liaison for URI women's athletics, with the goals of increasing attendance for intercollegiate events, increasing ticket revenue for women's basketball, coordinating women's athletics fundraising events, developing alumni and community outreach programming, and assisting in special events.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develop and execute individual sports marketing plans for implementation by interns.

Work with marketing staff in the development of promotional collateral materials.

Develop and execute a women's basketball marketing plan.

Develop and implement community outreach programs, 'Meet-and-Greet' programming, and end-of-year banquet, with a primary focus on women's basketball.

Develop and coordinate a women's basketball head coach statewide speaking program.

Coordinate 'Rhode to Success' and 'National Girls and Women in Sports' game promotions.

Develop and execute women's basketball ticket sales plan with emphasis on season and groups, tickets to businesses, youth and other affinity groups.

Work in conjunction with the athletics advancement staff to plan and execute fundraising events for the enhancement of women's athletics.

Serve on "Grapes and Grain" and other fundraising committees.

In conjunction with the athletics advancement staff, develop a women's athletics' fundraising plan.

Work with all women's programs' head coaches and the athletics advancement staff to develop a portfolio of fundraising targets and solicitations.

Serve on NCAA Women's Basketball Regional Championship Committee, and oversee implementation of 'Adopt a School' programming.

Create programming and event budgets, project revenue and other outcomes, and post event and year-end summaries.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform other duties and assignments as directed.

**LICENSES, TOOLS AND EQUIPMENT:**

Personal computers and printers; word processing software.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; minimum of five years of experience in Division 1 college athletics in the areas of athletic marketing and/or fundraising, or minimum of five years of experience as a Division 1 college coach in women's athletics with responsibilities that included fundraising and marketing; demonstrated strong interpersonal skills, and written and verbal communication skills; demonstrated ability to organize, coordinate and supervise support staff; ability to interpret institutional policies, plans and objectives, rules and regulations, and to communicate the interpretations to others, including volunteers.

**ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.**