

# Example of Associate Athletic Director Job Description

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Our innovative and growing company is looking to fill the role of associate athletic director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for associate athletic director

- Works with the Development staff on funding of special projects
- Works with designated special events professionals and publications staff in the Office of Institutional Advancement to design cultivation and stewardship activities and printed materials that support the fundraising goals of Athletics
- Staffs the Athletic Director and coaches on donor calls
- Coordinates travel to key cities by the Athletic Director and coaches, Vice President, or President to see athletics major prospects, including setting appointments, arranging events, and follow-up, and accompanying these individuals as needed
- Meets weekly with the major gifts team in the Advancement Office and the leadership of the Athletics Department
- Coordinates annual calendar with the Advancement staff
- Develops and executes 18-month strategic ticket sales marketing and service plans, while working with Athletic Marketing, Ticketing, Communications, Digital and Development departments
- Serve as primary managerial contact and develop strategies for maximization of efforts for all ticket related partnerships including Paciolan, IMG Learfield Ticket Solutions, Circle Media, SalesForce, secondary market
- Assists development of a department wide business intelligence platform, leveraging data analytics to maximize all revenue streams, streamline reporting, execute market research initiatives, develop data append and segmentation strategies, and customize messaging

of specialized interaction

## Qualifications for associate athletic director

- Certified Athletic Trainer (ATC) and CPR Certification required
- A minimum of 3 years of administrative, management and/or collegiate coaching experience
- A minimum of a bachelor's degree with a preference for candidates who have advanced degrees
- A minimum of 5 years of progressive and successful development experience in major gifts in the higher education arena, with preference for candidates who have experience fundraising for capital projects, athletic development and with comprehensive campaigns
- Have a passion for collegiate athletics and able to articulate that role that athletics plays at the university
- Ability to understand the needs and interest of major/principal donors in order to develop relationships between them and the University, and a demonstrated track record of success with identifying, qualifying, soliciting and stewarding major and principal gift donors