



## **Director of Marketing**

### **OVG Facilities – UMBC Event Center**

Full-time - Experienced

Categories: Marketing

Required Education: 4 Year Degree

OVG Facilities has an exciting opening for the Director of Marketing for the UMBC Event Center on the campus of University of Maryland Baltimore County. The Event Center is a 172,000 square foot multi-purpose facility located on campus adjacent to the UMBC Stadium Complex. The facility hosts all UMBC NCAA athletic games for men's and women's basketball and women's volleyball, as well as provide a venue for a variety of events, such as commencement, concerts, featured speakers, and banquets.

### **Summary**

Do you have a strong and creative marketing background in event marketing? Do you wake up every day thinking of creative ways to engage the community or how you could enhance the fan's experience? Then we want you at OVG Facilities. This position calls for a dynamic venue and event marketer. The Director of Marketing will manage, supervise and coordinate all the activities of the Marketing department to reach budget goals. This person will create and implement marketing plans, manage event advertising budgets and promotions and ensure successful campaigns for events. He/she is responsible for creating and maintaining relationships with community partners, various organizations throughout the University and media partners. They will oversee the media buying and billing process. He/she is responsible for public relations, promotions & publicity for the venue and the events: concerts, sporting events, meetings and shows within the facility, while developing creative marketing campaigns that promote public/community awareness.

### **Responsibilities of this Position:**

- Develop solid marketing campaigns to promote concerts/shows coming to the UMBC Event Center, explore cross-marketing opportunities with the University and throughout the community
- Create and maintain relationships with local media partners and promoters

- Develop and execute marketing plans to promote all artists/tours coming to the UMBC Event Center
- Develop and implement creative cash/trade proposals/campaigns with media partners including digital, radio, print, TV and outdoor
- Manage internal marketing assets for all UMBC Event Center events including but not limited to marquees (digital billboards), in-game digital video boards and ticket giveaways, LED ribbons, posters and more
- Develop and execute social media campaigns, email marketing, and promotions to drive ticket sales and fan engagement
- Prepare press releases for events and venue initiatives
- Carefully coordinate activities with all internal departments and external personnel to ensure project success
- Create and manage brand voice on all UMBC Event Center social media platforms
- Monitor UMBC Event Center Social Media networks; administer the scheduling of posts and respond and communicate with fans directly
- Prepare and maintain project budgets, work closely with General Manager on post-show recaps
- Collaborate closely with the Box Office to ensure all event aspects are accurate and running accordingly
- Research and follow current music marketing trends, venue marketing efforts and implement best practices in the day-to-day activation
- Analyze marketing efforts and adjust efforts based on learnings, trends and activity
- Create and implement grass roots initiatives for all events at the UMBC Event Center
- Develop Group Sales plans and initiatives for UMBC events
- Create and maintain group sales database
- Work with Corporate Sales on implementing sales plans
- Handle Day of Game operations for University Athletics for Men's & Women's Basketball and Women's Volleyball
- Work with University Athletics to ensure all marketing and sales efforts are supported and cross promoted at the venue and at all non-athletic events

**The ideal candidate will have:**

- Marketing experience – minimum of 3-5+ years in marketing/advertising
- Arena or Venue marketing experience preferred
- Ability to prioritize and meet deadlines
- Excellent organizational skills and attention to detail
- Power user of social media tools with a solid understanding of how to drive consumer engagement within online social networks
- Bachelor's degree from an accredited college or university or equivalent work experiences
- Proficiency with data processing and MS Office applications
- Ability to work nights, all events, weekends, events and holidays as required

**Application Process:**

Please email cover letter, resume, list of references and salary requirements in confidence to:

Tiffany Sun

[tsun@umbc.edu](mailto:tsun@umbc.edu)