



UNIVERSITY  
OF  
LOUISIANA  
L a f a y e t t e

# Staff Vacancy

EEO# AT 13-16

**POSITION:** Deputy Director of Athletics for External Affairs

**RESPONSIBILITIES:** The Deputy Director of Athletics for External Affairs provides oversight of all external operations for the Department of Athletics. This individual will report to the Director of Athletics and will be responsible for the strategic direction and external coordination, leadership and active participation in the revenue generation and external functions, while serving as a member of the Director's Senior Management Team.

Provides leaderships for revenue generation units, ticket operations & sales, athletics. Communications, marketing & promotions, game-day and event management, facility operations, concessions, merchandise sales, brand management, licensing, multi-media rights, corporate partnerships and video/digital production units.

Oversees the Athletics Department's strategic communication efforts, including public relation, athletic communications, social media, athletics digital assets and website.

Develop and execute a strategic marketing and business plan, engage stakeholders to identify and prioritize marketing initiatives and to determine appropriate budget allocations of chosen initiatives.

Direct and implement elements of chosen initiatives and ensure cohesive approach to brand awareness and also incorporate the development of program elements.

Supervise and manage staff to plan, create, execute and be responsible for promotional activities, in-game assets, video board content/operations, and the general in-game environment and foster increased fan interaction resulting in an enhanced in-game experience.

Assist with other duties as they may be assigned

**QUALIFICATIONS:** Must have at least a Bachelor's degree from a regionally accredited university. Master's preferred. Minimum of Seven (7)

years of related experience in intercollegiate athletics administration, or related fields is also required. Knowledge of NCAA rules and regulations.

**UNIVERSITY AND  
COMMUNITY:**

The mission of the University of Louisiana at Lafayette is to offer exceptional education informed by diverse world views striving to develop innovative leaders who advance knowledge. The Southern Association of Colleges and Schools Commission on Colleges accredits the University, which offers undergraduates and graduates degrees in the arts, sciences, and professional programs. The University is a public research university with high research activity, an enrollment of over 18,000 students and 800 faculty members. UL Lafayette is the largest of nine universities in the University of Louisiana System. The University offers degree programs in 55 undergraduate disciplines, 15 post-bachelor certificates, seven graduate certificates, the master's degree in 28 disciplines and the doctorate in 10 disciplines. Additional information about the University is available on the University webpage at <http://louisiana.edu/>

Located midway between New Orleans and Houston, Lafayette is the heart of Louisiana's Acadian-Creole region. The city of over 126,000 is part of the Lafayette-Acadiana area, which has a total population of 616,000 and is one of Louisiana's fastest-growing metropolitan areas. Lafayette serves as the base of Louisiana's offshore oil industry, as well as the financial, retail, and medical center for South-Central Louisiana.

**SALARY:**

Commensurate with experience and qualifications.

**APPLICATIONS:**

Applications accepted and considered until position is filled:

Send application to:

Dr. Bryan Maggard  
Director of Athletics  
University of Louisiana at Lafayette  
2250 Johnston Street  
Lafayette, LA 70506

The University of Louisiana at Lafayette does not discriminate on the basis of race, color, national origin, age, religion, sex, sexual orientation, or disability in admission to, access to, treatment in, or employment in its programs and activities as required by Title VI and Title VII of the Civil Rights Act of 1964, Age Discrimination in Employment Act of 1967, Age

Discrimination Act of 1975, the Equal Pay Act of 1963, Title IX of the Education Amendments of 1972, Executive Order 11246, Section 503 and 504 of the Rehabilitation Act of 1973, Section 402 of the Vietnam Era Veterans Readjustment Assistant Act of 1974 and 1990 Americans with Disabilities Act.-See more at <http://personnel.louisiana.edu/employment-opportunities/policy-nondiscrimination>