

SENIOR DIRECTOR OF BRAND MARKETING

AMERICAN ATHLETIC CONFERENCE



The American Athletic Conference is accepting applications for the position of Senior Director of Brand Marketing. The individual will serve as a member of the Conference's communications/external relations team. The position reports directly to the Assistant Commissioner for Communications.

Summary

The Senior Director of Brand Marketing will work with conference leadership to plan and execute a comprehensive brand and marketing strategy to preserve and strengthen the conference's visual identity and to identify and foster revenue-generating opportunities. The individual will administer and execute the branding efforts of the conference and will work with staff members, vendors and facility contacts to conceptualize and deliver print and digital marketing and communications materials consistent with The American's brand standards and in service to the conference's member institutions. Travel to select conference championships will be required, and night and weekend work will be required as events occur.

Responsibilities

- Plan, design, prepare and produce compelling graphic content for production, web applications, print and special projects
- Administer and protect the conference's visual representation, ensuring consistency and compliance with brand standards by conference staff, member institutions, vendors and media partners
- Serve as the primary liaison and resource for the athletics marketing directors at the conference's member institutions
- Design and update marketing and digital materials, including advertisements, informational graphics, signage, social media, promotional products, presentations and event-specific logos
- Update and distribute the conference's annual brand standards guide
- Collaborate with the conference's Video Communications team to deliver creative elements for the conference's media days and championship events
- Create conference-branded graphics for in-venue use by member schools and during conference championships
- Serve as the primary liaison with third-party vendors for production and installation of conference-branded signage and displays at media days and conference championship events
- Administer the conference's licensing and merchandising initiatives in consultation/collaboration with the Chief Financial Officer and external vendors
- Supervise and manage the Assistant Director of Social Media and Digital Communications to deliver consistent favorable content on the conference's Twitter, Facebook, Instagram and YouTube platforms
- Represent the Conference at regular-season and postseason events as appropriate
- Assist with event operations at conference championships
- Ensure working knowledge on all NCAA compliance issues that pertain to marketing and branding matters
- Assist with other conference-related functions as assigned

Required Education

- B.A. or B.S.

Qualifications

- A minimum of five to seven years of practical experience in branding, marketing and graphic design and development
- Excellent communication and interpersonal skills
- Expert-level proficiency in Adobe Creative Suite, Microsoft Office and leading social media platforms
- Demonstrated ability to work well with a variety of constituents, including conference staff and administrators at member institutions
- Ability to prioritize multiple projects and deliver high-quality work in a deadline-driven environment

Preferred Education:

- B.S. in marketing, business administration or a related field

Preferred Qualifications:

- Experience working within an athletic department or conference office at the collegiate level or in professional sports

Application Process

A letter of application, resume, and professional references should be forwarded via email to:

Email: csullivan@theamerican.org

Chuck Sullivan
Assistant Commissioner for Communications
American Athletic Conference

Compensation is commensurate with qualifications and experience and includes participation in the Conference's employee benefit plan. This position is based in Irving, Texas.

The American Athletic Conference is an equal opportunity employer. The Conference does not discriminate against applicants for employment on the basis of their membership in any protected class under federal or state law.

THE AMERICAN ATHLETIC CONFERENCE

The American Athletic Conference (The American), a member of the NCAA, was reconstituted in 2013. With the Conference office in Irving, Texas, The American is comprised of the following institutions: UCF, Cincinnati, East Carolina, Houston, Memphis, Navy (in football only), South Florida, SMU, Temple, Tulane, Tulsa, and Wichita State (basketball and Olympic sports). Under the leadership of Commissioner Mike Aresco, The American sponsors 22 sports – 10 for men and 12 for women; is a member of the College Football Playoff; has television partnerships with ESPN and CBS Sports; in the spring of 2019, signed a landmark television agreement with ESPN that commenced in 2020-21; and has a marketing partnership with Learfield. For more information, please visit www.TheAmerican.org.