Position Description

Classification Title: Ath Prog Ops Mgr (Business Operations)
Working Title: Assistant Athletic Director for External Affairs
Supervisor's Working Title: Athletics Director
Department: Athletics
Supervisory Position: ☑ Yes ☐ No
Employee Category: Academic Staff
FLSA Status: ☑ Exempt ☐ Non-exempt
Date Created/Updated: March 16, 2022
Position of Trust: ☑ Yes ☐ No
(Defined as: Having access to vulnerable populations, property access, financial/fiduciary duties, and all executive positions)
Position of Trust with Access to Vulnerable Populations: ☑ Yes ☐ No
(Defined as: Position requires unsupervised or significant access to minors, under the age of 18 who are not enrolled or accepted for enrollment at a UW System Institution, and medical patients)

Position Summary

Under the general direction of the Athletics Director, supervises all external operations. Preparing budgets and allocating spending on items such as assistant coaches' salaries, team travel, equipment purchases, and facility upkeep. Responsible for identifying and cultivating potential corporate donors; overseeing a variety of fundraising events and activities. The position will manage, develop and implement marketing and promotional, including student and community outreach, game day atmosphere, and other elements.

Primary Responsibilities:

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<td>A. Budget Oversight</td>
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<td>• Budgeting and allocating funds, and facilitating operations</td>
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<td>• Effectively provide accountabilities for all fiscal matters within the department</td>
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<td>• Preparing monthly budget reports for coaches</td>
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<td>B. Event Management</td>
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<td>• Works cooperatively with the facilities, building and grounds, custodial, campus safety, media services and other campus support units to successfully manage all aspects of assigned home events, as well as student workers who directly support athletic events and operations</td>
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<td>• Act as liaison and first point of contact for officials and visiting teams</td>
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<td>• Collaborate and communicate with head coaches to ensure event runs smoothly</td>
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<td>• Assist with the preparation of bidding materials for NCAA</td>
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### C. Corporate Partnerships
- Maintain current corporate sponsors and solicit new sponsorships
- Assist Athletic Director with plans, procedures, and initiatives for revenue generation opportunities.
- Responsible for the marketing, promotions, game day programming and fan experience for home events to enhance the game day.

### D. Administrative Oversight
- Responsible for the oversight of assigned sports teams, administrative areas and department initiatives, including policy development, personnel oversight, budget planning and ongoing staff development.
- Serve as liaison to various constituencies including, but not limited to, WIAC, NCAA, and campus administration.

### E. Community Events
- Oversee and assist in planning various special events and assist departmental fundraising initiatives and programs as assigned.

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#### Qualifications – Knowledge, Skills, and Abilities:

**Required Knowledge, Skills, and Abilities**
- Bachelor’s degree from an accredited college or university
- Three years experience in collegiate athletics administration or related field

**Preferred Knowledge, Skills, and Abilities**
- Master’s Degree
- Experience working with corporate sponsors and contracts
- Demonstrated budget management
- Experience managing staff and supervising sports