

Athletics Marketing & Promotions Graduate Assistant – Stetson Athletics Marketing

Stetson University Athletics is seeking qualified candidates for a Marketing and Promotions Graduate Assistant beginning with the 2025 fall semester. Applicants are eligible for renewal at the end of each semester upon successful performance evaluation.

POSITION OVERVIEW:

Reports to the athletics department Director of Marketing and assists with game day and event management of various NCAA Division I sports. It is critical that candidates carefully consider the time commitment necessary to successfully participate in this program. The commitment will include office hours as needed and staffing at numerous sporting events.

MINIMUM QUALIFICATION REQUIREMENTS:

- Admission to a Stetson University graduate program is required
- Undergraduate Degree in a related field: Sports Business, Marketing, Management, Communications, Digital Media
- Experience working in a collegiate athletic department setting
- A self-starter and high-energy work ethic
- Ability and willingness to work long hours, including nights, weekends, and holiday breaks
- Experience fulfilling sponsorship contracts
- Graphic design experience using Adobe Creative Suite and/or Canva
- Proficiency in Microsoft Office Suite
- Experience managing social media accounts and creating engagement

PREFERRED QUALIFICATION REQUIREMENTS:

- Experience creating motion graphics for in-game entertainment
- Familiarity with Daktronics Show Control software
- Ability to act as an in-game emcee for select athletic contests

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Acts as the lead marketing representative for select sports and athletics events
- Creation and implementation of marketing and promotional plans for assigned sports
- Development and execution of in-game promotions
- Executes fulfillment of sponsorship contracts
- Create and distribute promotional materials to Stetson's campus and the Deland community (schedule posters, schedule cards, etc.)
- Develop Game Day scripts for assigned sports
- Increase exposure, boost attendance and enhance the game day experience of all eighteen (18) intercollegiate sports
- Help supervise sports marketing student staff
- Promote the Hatters Kids Club in coordination with the Director of Marketing

- Design video board content to enhance in-game entertainment
- Collaborate with campus departments, student groups and coaches to increase attendance
- Design and publish social media content to strengthen brand identity
- Manage pregame tailgate for football including “Hatter Village”

BENEFITS INCLUDE:

- A scholarship equal to tuition for four courses each year (two in Fall term, two in Spring term, none in Summer term) not to exceed \$1,075 per credit and \$6,450 per semester. Student will be responsible for tuition exceeding the \$6300 maximum each semester. Please be aware that the graduate assistantship waiver may be considered taxable income.
- A stipend of \$250 bi-weekly during the academic year (40 weeks) and \$560 bi-weekly in the summer (12 weeks) not to exceed \$8,360 for the fiscal year. It is expected that the Graduate Assistant work with their supervisor to plan 20 hours of paid vacation during the summer months.
- Upon separation from this role (resignation, termination, etc.), the tuition waiver will be prorated base on weeks worked during the graduate program’s full semester according to their academic calendar. The student will be responsible for remaining tuition beyond the prorated amount.

Applicants, please submit a cover letter and resume to cbarnes4@stetson.edu and jotoole@stetson.edu.