**INFORMATIONAL INTERVIEWS**

**Interview Source**:

* Name of Person: = David Theby
* Title: = Director of Marketing and Promotions
* Organization / Company: - Bowling Green State University, Department of Intercollegiate Athletics
* E-Mail or Phone Number: [thebyd@bgsu.edu](mailto:thebyd@bgsu.edu) or 419-372-7093

**Personal Information:**

* General Responsibilities: Oversee the marketing and promotions for all 18 intercollegiate sports teams. This involves the building of game scripts, on campus and community advertising, as well as management of the student work force. It also involves managing the department’s marketing budget, which is used to drive student and fan attendance by purchasing various give aways, prizes, advertising, and etc. Also I am one of the main point person for on campus engagement as it relates to athletics. I serve on various committees throughout the year as it relates to Homecoming, Family Weekend, and etc.
* Likes: I enjoy working with the student intern work force as well as the student-athletes and coaches. One of the biggest elements of liking any job is the people you work with. Also another one of the likes is putting on a great event for the fans, and hearing them speak highly of their positive experiences with BGSU Athletics.
* Dislikes: One of the toughest parts of this job is the long hours, so at times one of the biggest dislikes is the consecutive nights and weekends one must work in this industry. Also in terms resource allocation, we are resource strapped, so it would be nice if we had more resources in terms of budget and staff.
* Hours / Attire: During the academic year, I work generally 50 to 70 hours a week depending on the events that we have. Attire is mostly business casual around the office, during game days, I am usually wearing branded Nike gear. I tend to wear suits on a few occasions a year, usually around hall of fame events, press conferences, and year end award ceremonies.
* Pay / Benefits / Perks: Salaried Employee, and my benefits are equal to a state employee. Compensation package includes health, dental, and eye insurance, OPERS (Ohio Public Employee Retirement Service).
* Education: Bachelor of of Science in Marketing (Sales Management Concentration) & Minor in Communication. Master of Business Administration & Master of Education: Sport Leadership
* Related Experience: I spent time as the marketing assistant with the University of Dayton athletic department working on game operations and student attendance for Women’s Basketball and Baseball. While at UD I was also the president of the Red Scare student fan section, which focused student attendance at all sporting events. After graduation I went to the University of Evansville where I worked as the Director of New Media managing the online broadcasts as well as the social media platforms. From that internship I went to Virginian Commonwealth University where I was the external affairs GA and Corporate sales associate with the athletic department. I worked a little bit of everything from game operations, security, fundraising events, and etc. to gain experience. From there I moved to Chapel Hill, NC to work as a marketing assistant with my focus being on the online auction, volleyball, women’s basketball, and baseball. I completed my year at UNC and moved up to BGSU where I started as an promotions assistant and eventually worked my way into my current role.

**Industry Information:**

* Salary Range: For people in my role, it ranges from $40,000 to $52,000 plus benefits
* Turnover: Usually in the assistant director of marketing role, people will last 1-3 years before moving onto another job or a promotion. Directors of Marketing are usually in that role for about 5 years, before moving on. This is just for marketing positions, other areas tend to have longer or short spans.
* Opportunity for Advancement: Advance at the same university can be tough some times because people tend to change jobs as quickly once they are in the middle to senior management. More often than not to advance in athletics you will need to change universities to where there are open spots. Unfortunately sometimes those openings are all around the country, so it can also involve moving a lot.

**Tips for Students Aspiring Towards a Similar Position:**  
 Dependability is the most important trait a student can posses.

Listening is the second most important trait a student can posse.

Being able to learn and have a passion for what you are doing is also critical. For too often students don’t want to put in the grunt work to get to their goal. They want to start at the top, and in reality in sports marketing, everyone starts from the bottom and has to really work their way up.