



## Director of Premium Hospitality and Donor Stewardship

Job Description | March 2023

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### **About IPTAY and Clemson Athletics:**

The Clemson University Athletic Department, one of the nation's premier athletic and academic brands, sponsors 21 NCAA Division-I sports and supports more than 500 student-athletes. The department relies on the support of IPTAY (originally – I pay ten a year), which was founded in 1934. It is now one of the most successful athletic fundraising organizations, providing millions of dollars in scholarships for student-athletes and non-athletes alike and substantial support for programs and facilities that help Clemson Athletics build championship-level programs.

As part of IPTAY, you help student-athletes be top competitors both on the field and in the classroom and you get all the benefits that come with being a part of this important organization.

IPTAY is supported through annual donations, gift planning, and major gifts. Each is vital to the success of Clemson Athletics.

### **IPTAY Mission Statement:**

IPTAY provides resources to support the academic, athletic, and personal development of Clemson University student-athletes and the competitive success of Clemson Athletics.

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### **JOB SUMMARY**

In conjunction with Clemson University, Clemson Athletics, and applicable affiliate organizations, the Director of Premium Hospitality and Donor Engagement exercises discretion and independent judgment to manage and coordinate the direction of IPTAY premium seating hospitality operations, donor engagement, and event rentals. This position is responsible for directing the game-day operations for all premium seating spaces and develop a communications plan to inform and steward premium seat donors. This role also will provide support in managing donor stewardship campaigns to drive engagement and support. This role will also serve to manage the events and facility rentals program for internal and external users.

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### **JOB DUTIES**

#### **Premium Services**

- Manage and oversee the gameday operations plan for all premium spaces.
- Serve as the main point of contact for football premium seating hospitality.
- Provide oversight of the Assistant Directors (2) for basketball, baseball, gymnastics, and any additional premium spaces.
- Develop a donor communications calendar for all premium spaces, including updating websites, menus, operations manuals, and newsletters.
- Develop a training program for all hospitality staff members (full-time and event staff) to provide the highest quality of customer service and experience. Manage hiring program to recruit and retain staff.
- Oversee the internship program.
- In conjunction with IPTAY Communications, build gameday guide emails and webpages for all athletic premium seat spaces.

- Prepare, negotiate, and ensure fulfillment of contracts with vendors and service providers.
- Create a process for RFP development and vendor evaluations.
- Foster relationships with internal and external partners, including caterers, facilities management, event operations, custodial services, and event staff to efficiently operate hospitality areas.
- Work with applicable Clemson Athletics and IPTAY personnel to manage facility projects and upgrades for premium spaces.

#### **Donor Stewardship**

- Develop a premium seat holder stewardship program to thank seat holders for the annual and capital contributions.
- Assist the Director of Donor Relations with annual reporting requirements as applicable.
- Assist with donor fulfillment and stewardship efforts.

#### **Event & Facility Rentals**

- Develop an event contract process and vendor RFP program for outside users.
- Manage the event calendar to coincide and prevent interference with the premium seating spaces in Memorial Stadium, Littlejohn Coliseum, and the McCarter Family IPTAY Center.
- Coordinate with the applicable Clemson Athletics and IPTAY personnel to provide a high level of customer service and organization.

#### **Management & Budgeting**

- Serve as a supervisor for the Assistant Director positions.
- Manage hospitality budget and billing in compliance with IPTAY and Clemson Athletics business operations and protocols, which includes but is not limited to purchase orders, invoicing, and other tasks as assigned.
- Present proposed operating budget, pre-season assessment report detailing maintenance and facility problems, post-game reports detailing operational and maintenance issues, and annual year-end report.

#### **Administrative**

- Manage use of resources including funding, personnel, facilities, and time.
- Attend weekly staff meetings and assigned working group meetings.
- Administer annual and mid-year employee reviews (if applicable).
- Carry out all responsibilities involved in the management of direct reports.
- Adhere to all department-wide management controls.
- Participate in professional development opportunities and mandatory training programs.
- Serve on athletics, university and advisory committees as assigned.
- Ensure all operations are compliant with Clemson University, IPTAY, NCAA and conference regulations.

#### **Other**

- Perform other duties as assigned.

## **QUALIFICATIONS**

**Minimum Education:** The minimum education required to perform the primary role of this position.

- Bachelors Degree

**Minimum Experience:** The minimum years of applicable and relevant work experience that would be necessary to effectively perform the position.

- 3-5 years of event operations, hospitality, customer service, development, and/or donor engagement experience.

**Equipment Utilized:** Equipment with which the incumbent must be familiar or will be required to operate or use.

- Microsoft Office, Microsoft Teams, Salesforce Marketing Cloud, CRM systems, Ticketmaster, and Blackbaud.
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## **QUALITIES/CHARACTERISTICS**

**Technical & Leadership Experience:**

- Applicable technical experience and past performance in areas outlined in this job description.
- Experience in administrative leadership, decision-making, management, and supervision.
- Job versatility.

**Good Judgement:**

- Demonstrate good judgment and the ability to respond quickly and deal successfully under pressure and in a very open and public environment.

**Manages Self:**

- Strong work ethic.
- Self-starter with ability to analyze situations and address with a solutions-based approach.
- Works with minimal supervision and manages own time effectively.

**Teamwork:**

- Works effectively and cooperatively with others to achieve organizational goals.
- Ability to initiate, build, and maintain relationships.
- Willingness to learn and contribute.
- Comfort with managing multiple projects simultaneously and accurately.

**Communication:**

- Effectively shares/disseminates information; listens to others and incorporates/integrates information. Uses oral, written and interpersonal communication skills to achieve role objectives.

**Customer Service Focus:**

- Effectively and efficiently meets the needs of IPTAY donors; delivers high quality service and makes customer service a priority by seeking ways to improve service through innovation.

## **ADDITIONAL INFORMATION**

### **Physical Requirements:**

- Ability to remain at work station for long periods of time.
- Move, transport, raise or lower items of 10lbs. or less.

### **Work Schedule**

- Standard Hours: 40 per week, and event days where applicable.

### **Office Location:**

McCarter Family IPTAY Center  
1 Avenue of Champions  
Clemson, SC 29634

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## **APPLY**

Email a resume, cover letter, and list of references to [IPTAYHR@clemson.edu](mailto:IPTAYHR@clemson.edu). IPTAY is committed to ensuring equal access to its employment application process.

*IPTAY is an Equal Employment Opportunity employer. We make every effort to provide fair and equal treatment on the basis of merit in all our employment decisions, including but not limited to decisions concerning hiring, retention, promotions, working conditions, compensation, benefits, training, and all other privileges, terms, and conditions of employment. We pledge to treat all employees fairly without regard to race, color, religion, sex, sexual orientation, gender identity and/or expression, pregnancy, national origin, age, disability, genetics, military or veteran status, or any other characteristic protected by applicable law. Any applicant with a disability may contact IPTAY at 864-656-0314 or [IPTAYHR@clemson.edu](mailto:IPTAYHR@clemson.edu) to request an accommodation related to the application process.*