



PART-TIME POSITION OPENING CUSTOMER EXPERIENCE AND MARKETING COORDINATOR

POSITION OVERVIEW

The Customer Experience and Marketing Coordinator is responsible for supporting the Ohio High School Athletic Association's customer experience efforts including: ticket sales, admission process, ticket website experience, customer inquiries, and other touchpoints related to how we best serve our fan base and member schools. This position, in conjunction with the Customer Experience Manager, executes effective customer service procedures and processes, particularly related to ticketing. The Customer Experience and Marketing Coordinator will be responsible for developing and executing marketing campaigns designed to promote OHSAA events and provide value to the customer. This position works in tandem with the Customer Experience Manager and interacts with internal staff, member school athletic departments, district athletic boards, and our external ticketing partner, Hometown Ticketing. This is a part-time, on-site position located at OHSAA Headquarters in Columbus, Ohio.

PRIMARY RESPONSIBILITIES

The Customer Experience and Marketing Coordinator supports the organization in the following manner:

- Embraces customer centric philosophy in serving external and internal customers.
- Answers customer questions, provides solutions, and strives to attain 100% customer satisfaction.
- Respond timely to calls and emails.
- Identify customer needs and take proactive steps to maintain positive experiences.
- Respond to customer queries in a timely and effective manner, via phone, email or in person.
- Support the Customer Experience Manager and assist with ticket operations, including event execution, host venue process and procedures, customer experience issues, and utilizing Hometown's system.
- Improve customer experience by providing recommendations based on data, customer feedback and trends.
- Collaborate internally and with Hometown to enhance our customer experiences and brand awareness.
- Develop marketing programs to promote OHSAA events, increase attendance and improve fan experiences.
- Analyze data to develop and execute email marketing campaigns aimed at increasing ticket sales.
- Track marketing campaign results, review with management and make suggestions to improve outreach.
- Monitor trends in high school sports ticket prices, purchasing behavior, group sales opportunities.
- Work closely with management, staff and District Athletic Boards to maximize ticket sales and event access for fans. Cultivate opportunities to add ticket offerings to boost revenue and increase customer demand.
- Maintaining professionalism is an essential function of this position, especially when dealing with members, district athletic boards, or fellow employees whether in person, over the phone or via email communications. All employees are entitled to a 100% non-hostile environment.
- Perform other duties as assigned.

QUALIFICATIONS, SKILLS & CHARACTERISTICS

Qualifications

- Education: Bachelor's degree preferred, formal customer experience training a plus.
- Experience:
 - Requires at least two (2) years of experience directly related to customer service and experience.
 - Customer-centric focus.
 - Experienced with handling difficult people/situations.
 - Highly-organized, detail-oriented and proven ability to meet deadlines.
 - Experienced in developing and executing email marketing campaigns
- Technology: Proficient in utilizing Microsoft Suite. Experience with digital ticketing platform a plus. Working knowledge of Canva, Adobe Suite, Constant Contact or other email system highly desirable.
- Successfully pass a background check.
- Available to work occasional weekends and evenings coinciding with tournament season.

Required Knowledge, Skills & Abilities

- Strong customer service experience and related skills.
- Professionalism and positive customer experience image when interacting with members, co-workers and others involved with Association business.
- Excellent organizational skills, time management ability and high-level attention to detail.
- Ability to develop and formulate working processes, policies and procedures.
- Skilled at working through challenging situations, delivering difficult messages with tact and empathy and de-escalating emotional situations.
- Problem-solving and critical thinking skills. Ability to analyze data.
- Outstanding communication skills, both written and verbal. Ability to effectively communicate key information to customers, senior management, Board of Directors, and external business partners.
- Excellent time management skills with proven ability to meet and exceed established deadlines.
- Ability to cooperate, collaborate and communicate with co-workers, supervisors, member schools, Board members, vendors, the public and others involved with our Association to foster a cooperative environment and to work in a collegial fashion.
- Must believe in the core values of the OHSAA and be driven by its mission.

EMPLOYMENT BENEFITS

- This is a part-time position averaging 30 hours per week. Schedule is more demanding during tournament season and more flexible off-season.
- Compensation is commensurate with education, experience and non-profit standards.
- Upon meeting hours requirement, benefits will include medical/vision/dental insurance, life and disability insurance, contributions to health savings account and retirement plan and paid time off.

APPLICATION PROCESS AND TIMELINE

Submit the following materials as one (1) PDF file to accountingjob@ohsaa.org

- Letter of interest
- Resume
- One-page (maximum) description of the top three reasons you should be selected. Include relevant examples of your successful performance as it relates to this position.
- List of four (3) professional references with complete contact information

Complete applications must be received by September 4, 2026 in order to be considered.

OHSAA OVERVIEW

Formed in 1907, the Ohio High School Athletic Association is a not-for-profit association of public and private high schools and 7th-8th grade schools. Approximately 818 high schools and nearly 760 7th-8th grade schools belong to the OHSAA, which represents over 350,000 students competing in 29 sanctioned sports (14 for boys and 15 for girls).

Schools voluntarily become members of the OHSAA. The Association renders decisions on student eligibility, organizes state and regional tournaments with nearly 1.2 million fans in attendance, and manages the licensing of over 15,000 officials. The Association operates a \$20 million budget with the primary source of financial support coming from tournament gate receipts.

OHSAA is an affirmative action/equal opportunity employer. OHSAA provides equal employment opportunity to all individuals regardless of their race, age, religion, sex (including sexual orientation and gender identity), ethnicity, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.