Athletics Dir CRM Business Analytics

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Job Identification: 42617

Job Category: Athletics

Apply Before: 02/19/2026, 01:53 PM

Degree Level: Bachelor's Degree

Locations: 4202 East Fowler Avenue, Tampa, FL, 33620, US

Essential Personnel: No
Job Description

Position Summary

The Director, CRM and Business Analytics provides strategic and operational leadership for customer relationship management, data analytics, and business intelligence initiatives within the University of South Florida Athletics Department. This role is responsible for developing data-driven strategies that enhance revenue generation, fan engagement, and customer experience through advanced CRM utilization, audience segmentation, performance analytics, and emerging AI engagement platforms.

The Director serves as a key partner to sales, marketing, partnerships, and service teams by delivering actionable insights, optimizing customer journeys, and supporting omni-channel engagement strategies aligned with departmental goals.

Responsibilities

Essential Duties and Responsibilities

CRM Strategy & Platform Management

- Manage day-to-day administration of the Salesforce CRM platform, including system configuration, integrations, workflows, lead distribution, data governance, and reporting.
- Oversee CRM integrations with Ticketmaster, Fanatics, ZoomInfo, Conversica, and other data sources and platforms.
- Troubleshoot and resolve CRM system issues to ensure platform reliability and user adoption.

- Serve as the primary liaison with third-party CRM, marketing, and sales technology partners.

Data Analytics & Business Intelligence

- Develop and maintain dashboards, data visualizations, and reporting tools for department-wide and executive-level use.
- Build and present actionable insights through reports, presentations, and analytics platforms.
- Support departmental business intelligence initiatives and strategic data projects.
- Analyze customer behavior and engagement trends to inform business strategies.

Marketing, Sales & Engagement Support

- Query, develop, and manage customer segments for targeted digital marketing and outreach campaigns.
- Deliver an integrated CRM platform that supports omni-channel customer engagement.
- Collaborate with marketing and sales teams to design customer journeys and go-to-market strategies.
- Support campaign measurement, performance tracking, and ROI analysis.
- Provide data-driven recommendations to optimize fan acquisition, retention, and revenue growth.

Performance Measurement & Strategy

- Develop and manage CRM and analytics-related KPIs for sales and marketing teams.
- Monitor progress toward performance benchmarks and communicate results to stakeholders.
- Drive concise, focused insights that enhance organizational decision-making.
- Lead departmental AI and advanced analytics engagement initiatives as assigned.

Collaboration & Leadership

- Partner with internal stakeholders across sales, marketing, partnerships, operations, and external vendors.
- Communicate CRM initiatives, performance metrics, and strategic priorities across the organization.
- Foster a culture of data literacy and analytical decision-making within the department.

Qualifications

Minimum Qualifications

- Bachelor's degree in Business, Analytics, Information Systems, Marketing, or related field (or equivalent experience).
- Minimum of three (3) years of experience in CRM management, data analytics, or business intelligence.

- Demonstrated technical and strategic expertise in Salesforce and email marketing platforms.
- Strong attention to detail with a focus on data accuracy and quality assurance.
- Proven ability to collaborate across departments and synthesize complex information into actionable strategies.
- Exceptional interpersonal and relationship-building skills.
- Professional, positive, and proactive work approach.
- Degree Equivalency Clause: Four years of direct experience for a bachelor's degree.
  * Senate Bill 1310- The Florida Senate (https://www.flsenate.gov/Session/Bill/2023/1310) is conditional upon meeting all employment eligibility requirements in the U.S.
  * SB 1310: Substitution of Work Experience for Postsecondary Education Requirements
  * A public employer may include a postsecondary degree as a baseline requirement only as an alternative to the number of years of direct experience required, not to exceed:
  * (a) Two years of direct experience for an associate degree;
  * (b) Four years of direct experience for a bachelor's degree;
  * (c) Six years of direct experience for a master's degree;
  * (d) Seven years of direct experience for a professional degree; or
  * (e) Nine years of direct experience for a doctoral degree
  * Related work experience may not substitute for any required licensure, certification, or registration required for the position of employment as established by the public employer and indicated in the advertised description of the position of employment.
  * Minimum Qualifications that require a high school diploma are exempt from SB 1310.

Preferred Qualifications

- Experience in collegiate or professional sports, entertainment, or ticketed-event environments.
- Knowledge of AI-driven engagement tools and advanced analytics platforms.
- Experience developing enterprise-level dashboards and reporting systems.

About Us

Working at USF

With approximately 16,000 employees, the University of South Florida is one of the largest employers in the Tampa Bay area. We are dedicated to cultivating a talented, engaged and driven workforce that strives to be bold. Employees excel in USF's rich academic environment, which fosters their development and advancement. In 2025, Forbes recognized USF as one of Florida's best large employers, ranked No. 1 among the state's 12 public

universities. Our first-class benefits package includes medical, dental and life insurance plans, retirement plan options, employee and dependent tuition programs, generous leave, and hundreds of employee perks and discounts.

About USF

The University of South Florida is a top-ranked research university serving approximately 50,000 students from across the globe at campuses in Tampa, St. Petersburg, Sarasota-Manatee and USF Health. USF is recognized by U.S. News & World Report as a top 50 public university and the best value in Florida. U.S. News also ranks the USF Health Morsani College of Medicine as the No. 1 medical school in Florida and in the highest tier nationwide. USF is a member of the Association of American Universities (AAU), a group that includes only the top 3% of universities in the U.S. With an all-time high of $738 million in research funding in 2024 and as a top 20 public university for producing U.S. patents, USF uses innovation to transform lives and shape a better future. The university generates an annual economic impact of more than $6 billion. USF's Division I athletics teams compete in the American Athletic Conference. Learn more at www.usf.edu.

Compliance and Federal Notices

This position may be subject to a Level 1 or Level 2 criminal background check.

Applicants have rights under Federal Employment Laws:

The University of South Florida is an equal opportunity employer that does not discriminate against any employee or applicant for employment based on any characteristic protected by law. The University maintains programs for protected veterans and individuals with disabilities in accordance with all applicable federal and state laws.

Family and Medical Leave Act (FMLA)

Applicants for USF employment are entitled to request reasonable accommodation(s) in the application process. A request is to be made at least five (5) working days prior to the time the accommodation(s) is needed. Visit the Central Human Resources ADA Accommodations webpage for more information on requesting an accommodation during the application/interview process.

Equal Employment Opportunity

The University of South Florida is an equal opportunity employer that does not discriminate against any employee or applicant for employment based on any characteristic protected by law. The University maintains affirmative action programs for protected veterans and individuals with disabilities in accordance with all applicable federal and state laws. This job description does not constitute an employment contract.