

July 24, 2026



Director of Marketing and Communications

**Title and compensation commensurate with experience*

Reports to: Senior Director of Annual Giving & Strategic Initiatives

Location: In office; Charlottesville, VA

Supervisory Duties: Oversight of the Coordinator of Marketing & Communications along with 1-2 year-long interns expected.

Time Requirements: 40 hours per week – Monday through Friday. Occasional evenings or weekend work may occur during peak times.

Overview

The Virginia Athletics Foundation (VAF), through its fundraising efforts to be an annual \$100 Million private 501(c)(3), Athletics fundraising organization, strives to support a preeminent intercollegiate athletics program at the University of Virginia by providing more than 750 student-athletes across 27 sports programs the opportunity to achieve academic and athletic excellence. More than 11,000 individuals commit annually to the Virginia Athletics Foundation (VAF) and their financial investments position our teams to successfully compete both at the national and conference levels.

Position Function:

The **Director of Marketing & Communications** will lead a multi-channel (online, social, video, broadcast, text and print) communication efforts across the VAF from concept through execution. Campaigns and creative concepts should align with brand guidelines while elevating the VAF/Athletics story. Leveraging strategy, research, and data insights, this position will strengthen the VAF brand voice and highlight its support of the University of Virginia athletics programs. The successful candidate will be engaged in all aspects of the creative process, including planning, implementation, research, and measurement.

Responsibilities:

Marketing & Communications Strategy: Develop, implement, and evaluate an annual marketing and communications plan aligned with VAF and UVA Athletics goals.

Content Production & Distribution: Oversee the design, editorial, and distribution of all VAF marketing and communications materials across channels.

Marketing Calendar: Lead an annual communications and events calendar for the VAF, incorporating key athletics dates and updates.

Vendor Management: Manage relationships with marketing and communications vendors, including website, design, print, and mailing partners.

Collaboration & Partnership: Work closely with the Annual Giving team, Major Gifts team, Donor Experiences team, and other VAF staff, as well as Athletics Administration, Athletics Communications, Creative Services, Marketing & Fan Engagement, Ticket Office, Virginia Sports Properties, and university partners across Grounds.

Campaigns & Advertising: Create and update in-game ads, paid digital campaigns, and organic social content to engage target audiences.

Website Management: Lead the strategy, content, and ongoing management of the new comprehensive Virginia Athletics Foundation website and key collaborator with Athletics Communications on virginiasports.com updates.

Branding: Steward the VAF brand by ensuring consistency across all communications while identifying opportunities to strengthen its visibility, messaging, and impact.

Event Coverage: Attend VAF and athletics events to capture content for use in marketing and communications efforts.

Technology & Tools: Utilize and continuously expand expertise in Marketing Cloud, Paciolan, Advance, Salesforce, EverTrue, and other communications platforms.

Data & Analytics: Determine appropriate marketing segmentation, track progress, report and evaluate results, and redirect tactics to improve outcomes. Provides qualitative and quantitative reports campaign performance and marketing metrics.

Budget Management: Monitor and maintain an accurate budget for all VAF marketing and communications activities.

Continuous Improvement: Evaluate emerging marketing trends, fundraising best practices, and peer institution strategies to continuously improve VAF communications and campaign performance.

Other Duties: Support additional projects or assignments as needed throughout the year.

Minimum qualifications:

Bachelor's degree in marketing, communications, or related field.

Director Level: Five (5) + years of experience in fundraising, marketing, or related areas.

Preferred Qualifications:

Director Level: Master's degree and five (5) + years of experience in fundraising and/or marketing experience in college athletics or higher education.

Knowledge, Skills, and Abilities:

- Exceptional ability to translate complex initiatives into compelling stories that motivate donor action and investment.
- Knowledge of transactional revenue streams, including ticket sales and parking operations, and the ability to integrate philanthropic messaging that drives annual fund participation and major gift support.
- Demonstrated skills, knowledge, and experience in the design and execution of marketing and communications activities.
- Strong creative, strategic, analytical, organizational, and interpersonal skills.
- Demonstrated experience writing marketing, communications, and social media pieces.
- Proven experience in email marketing, video, audio, graphic design, and photography.
- Strong management skills with outside vendors.
- Enjoy being a team player and leading by example with effort and attitude.
- Advanced computer knowledge and skills, including Microsoft Office, video, and audio applications.
- Familiarity with design tools (Photoshop, Illustrator, InDesign, and Premiere Pro) as well as Google Analytics, Facebook ads, and other social media platforms.
- Excellent organizational skills and ability to manage multiple tasks simultaneously.
- Self-starter mindset and highly motivated.

Benefits*

- Annual salaried position (compensation based on experience)
- Annual incentive program (based on staff performance)
- Paid personal leave and 12 paid holidays
- Health, dental, life, and long-term disability insurance
- 401k Plan with employer contribution
- On-site parking provided
- Football and Basketball season tickets for employee and eligible family members
- Family pass for regular season home athletics UVA Olympic sport events
- Recreation pass providing access to all UVA recreation facilities

*Benefits subject to change

Equal Employment Opportunity Statement:

Virginia Athletics Foundation is an equal opportunity employer. All interested persons are encouraged to apply, including veterans and individuals with disabilities.

Application:

To apply, please submit a cover letter and resume to Andrew Sadler, Senior Director of Annual Giving and Strategic Initiatives, Virginia Athletics Foundation andrew.sadler@virginia.edu.

