



## Director of Marketing and Communications

<b>Reports to:</b>	Chief Operating Officer
<b>Supervisory Duties:</b>	None
<b>Job Requirements:</b>	Previous Marketing and Communications Experience
<b>Oversight Responsibilities:</b>	Communications and Marketing lead – Online, Social, Print, Video, Audio, and Annual Events Calendar
<b>Time Requirements:</b>	40 hours per week – Monday through Friday; some evenings and weekends

### Position Overview

The Director of Marketing and Communications will lead the multi-channel (online, social, video, broadcast, and print) communication efforts across the VAF from concept through execution. It will be important that campaigns and concepts align to current brand guidelines and enhance the “VAF/Athletics story.” This position will utilize strategy, research, and insight to extend the brand voice of the VAF and its efforts to support the University Virginia’s athletics programs. The successful candidate will touch every part of the creative process: planning, implementation, research, and measurement.

### Position Requirements

- Marketing and Communication Strategy: Create, implement, and measure the annual comprehensive marketing and communications plan that aligns to VAF and UVA athletics goals.
- Production and Distribution: Coordinate design, editorial, and distribution for all of the VAF’s marketing and communication efforts.
- *Cavalier Corner*: Serve as a contributing editor for *Cavalier Corner*, the VAF’s magazine produced six times a year.
- Lead Generation: Work within VAF team and University databases to help define, segment, and evaluate prospects and donors.
- Marketing Calendar: Create and update an annual communications and events calendar for the VAF, updating the athletics calendar with relevant information.
- Vendor Management: Manage relationships with all marketing and communications vendors including website, design, print, and mailing companies.



- Partnership: Support the Annual Fund, Stewardship, the Suites and Events teams and other staff members in their efforts to communicate with donors and prospects. Other key partners: Athletics Promotions, Video Services and Media Relations.
- Events: Attend VAF and athletics events to record material that can be used in marketing and communications pieces.
- Tools: Must develop proficiency in email platforms including Marketing Cloud and databases including Paciolan, Advance, Salesforce, Evertrue and others.
- Budget: Develop, maintain, and manage the budget for the VAF's marketing and communications efforts.
- Continuous Improvement: Stay informed of developments in the fields of marketing and communications, especially as they relate to fundraising. This includes how similar university athletics and fundraising teams market and communicate their missions.
- Other projects or assignments as needed throughout the year.

### **Qualifications**

- 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
- Demonstrated experience in filming/recording/editing video and audio pieces/graphic design/photography a plus
- Strong management skills with outside vendors
- Enjoy being part of a team approach to work
- Have above average computer knowledge and skills, including Microsoft Office, video and audio applications
- Have familiarity with Photoshop, Illustrator, InDesign, and Premiere Pro
- Have familiarity with Google Analytics, Facebook ads, and other social media platforms
- Excellent organizational skills and ability to manage multiple tasks simultaneously
- Self-starting/self-management and initiative
- Four-year college degree required
- Minimum of three years' experience in marketing and communications related fields

To apply, please submit a cover letter and resume to Todd Kersey, COO, Virginia Athletics Foundation [mtk3cz@virginia.edu](mailto:mtk3cz@virginia.edu).