



Marketing and Communications Coordinator

Reports to: Director of Marketing and Communications

Time Requirements: 40 hours per week – Monday through Friday; some evenings and weekends

Overview

The Marketing and Communications Coordinator will support the Director of Marketing and Communications with the multi-channel (online, email, social, video, text, broadcast, and print) communication efforts across the Virginia Athletics Foundation (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 of Virginia’s athletics programs. The successful candidate will support every part of the creative process: planning, implementation, research, and measurement.

Position Requirements

- Marketing Support: Assist the team in creating, implementing, and measuring the annual comprehensive marketing and communications plan that aligns to VAF and UVA athletics goals.
- Content Development: Work with the team to support the product of key communications materials (social media positioning documents, messaging materials, web copy, etc.).
- Production and Distribution: Coordinate design, editorial, and distribution for all the VAF’s marketing and communication efforts.
- Lead Generation: Work within VAF team and University databases to help define, segment, and evaluate prospects and donors.
- Partnership: Support the VAF in its efforts to communicate with donors and prospects.
- Proofread and fact-check a variety of communications materials.
- Internship Program: Build and manage the VAF Internship program.

Qualifications

- Demonstrated skills, knowledge, and experience in copy writing, design and execution of marketing, communications, and social media
- Strong creative, strategic, analytical, organizational, and interpersonal skills
- Enjoys being part of a teamwork approach environment
- 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-starting/self-management and initiative
- Four-year college degree preferred
- Minimum of one years' experience in marketing and communications related fields

Benefits*

- Annual salaried position (compensation based on experience)
- Annual incentive potential (based on staff performance)
- Paid personal leave and 12 holidays
- Health, Dental, Life, and Long-Term Disability Insurance
- 401k Plan and employer contribution
- On-site parking provided
- Football and Basketball season tickets for employee and eligible family members
- Family pass for regular season, home athletics events for UVA Olympic sports
- Recreation pass (access to all UVA recreation facilities)
- Hybrid work environment

*Benefits subject to change

To apply, please submit a cover letter and resume to Nicki Deuel, Director of Marketing and Communications, Virginia Athletics Foundation tav9rs@virginia.edu.