

Director of Athletic Marketing and Social Media
Old Dominion University

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Posted Apr. 9, 2024, set to expire Oct. 31, 2024

Job Title Director of Athletic Marketing and Social Media
Department ATHLETICS
Institution Old Dominion University
Norfolk, Virginia

Date Posted Apr. 9, 2024

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Athletics

Job Website <https://jobs.odu.edu/postings/20701>

Apply By Email

Job Description

Job Summary

The Director of Athletic Marketing and Social Media is responsible for promoting season and single game ticket sales, developing marketing plans that increase attendance and enhance game atmosphere, and engaging student groups through social media and other digital communications platforms.

Minimum Qualifications

- ***Master's degree with coursework in communications, marketing, business, or sports administration; a Bachelor's degree with an equivalent combination of training and experience to a Master's degree may be substituted.***
- Some related experience in a college athletics program.

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- Some experience writing, copying, and editing marketing or promotional materials.
- Knowledge of marketing principles and techniques.
- Knowledge of various social media outlets (e.g. Facebook, Twitter, etc.)
- Demonstrated ability to write clearly and succinctly. Excellent verbal and written communication skills.
- Working knowledge of graphic design software (e.g. Adobe Photoshop, InDesign, Illustrator).

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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