

Director of Athletic Marketing and Social Media  
Old Dominion University

Direct Link: <https://www.AcademicKeys.com/r?job=234360>

Downloaded On: May. 16, 2024 3:58am

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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