



**UC IRVINE ATHLETICS
MARKETING COMMUNICATIONS COORDINATOR**

Description

The **University of California at Irvine, Department of Intercollegiate Athletics** is currently accepting applications for the position of **Marketing Communications Coordinator**. This position will include full benefits and will pay \$20,000 annually. This position will report to the Assistant Athletic Director for Marketing & Community Engagement. The University of California, Irvine supports 18 Division-I intercollegiate athletic programs. As a member of the marketing staff this position will be involved in all aspects of marketing, including: planning; advertising; promotion; public relations; program and product development; distribution; and research to meet the department's goals and objectives. The ideal candidate will have a strong graphic design skill set and experience running game day operations at a Division I athletics program.

Interested applicants must apply through the UC Irvine HR portal in order to be considered. Visit https://staffing2.hr.uci.edu/CSS_EXTERNAL/CSSPage_Welcome.asp and click FIND JOBS at the bottom. Search "athletics" to pull up the position.

Primary Duties and Responsibilities

Graphic Design and Digital Content Creation

Percent of time: 70 %

1. Manage and produce all graphics for revenue generating communication pieces including both printed and digital projects.
2. Support marketing staff with graphics and communication pieces for ticketing and event promotion. This may include flyers, digital ads, print ads, email graphics, social media graphics, tickets, ticket vouchers, sales pieces and more.
 - Ensure that all communication pieces are factually correct, meet department brand standards and assist in evaluating their effectiveness.
 - Prioritize projects and meet deadlines based on department's goals and objectives.
 - Develop and manage student staff to assist with projects
3. Create themed graphics to support marketing campaigns across multiple platforms including UC Irvine Athletics website, social media, printed materials such as flyers and posters, print ads, video and other marketing platforms.
 - Work with external relations staff to create a library of graphics to be used for specific events and initiatives. Graphics should be consistent with department brand identity and configurable to be used across a variety of platforms.
4. Support game production staff with graphics for use on the video board in the Bren Events Center. Duties include but are not limited to:
 - Player headshot slides
 - Sponsor recognition graphics
 - Upcoming events and other promotional messages for UCI Athletics

5. Support media relations staff with graphic design and layout support. Duties include but are not limited to:
 - Layout text and create graphics to be used in game programs or media guide pages
 - Develop graphics for the UC Irvine Athletics website including buttons, banner ads, custom page layouts and more.
6. Support Development staff with creating communication materials for the annual fund drive, capital campaigns and special events including the Salute-to-Scholar-Athlete Banquet and Scott Brooks / UCI Golf Tournament.

ESSENTIAL FUNCTION 2

General Marketing Duties

Percent of time: 25%

1. General marketing duties may also include composing marketing, communication and public relations pieces, event management and other special projects as assigned including but limited to:
 - Serving as the lead in game day production for ticketed sports (Men's and Women's Basketball, Baseball, Men's and Women's Volleyball and Men's and Women's Soccer).
 - Assist with all special events, tournaments and post-season competition.
 - Effective management of volunteer student staff and adequate delegation of projects.
 - Create and update all marketing and ticketing sections on the UC Irvine Athletics website. Use analytics reports and customer feedback to better the customer experience when navigating these sections.
 - Coordinate with marketing and ticketing office to generate targeted email offers through our CRM and email marketing tool.

ESSENTIAL FUNCTION 3

Special Projects as Assigned

Percent of time: 5%

1. Other duties as assigned by the Associate Athletic Director for Marketing & Community Relations.

Qualifications

1. Bachelor's Degree required.
2. Preferred experience: One (1) year experience working in collegiate or professional athletics team marketing / communications department. Collegiate experience preferred.
3. Proficient in graphic design software. Preferred knowledge of Adobe Creative Suite/Photoshop/illustrator/InDesign/Dreamweaver.
4. Experience working with and editing video files.
5. Knowledge of and a willingness to abide by all applicable NCAA, Big West Conference and UC Irvine rules and regulations.
6. A strong working knowledge of desktop/publishing software.
7. A strong working knowledge of social media tools and strategies to integrate into traditional marketing plans.
8. Strong interpersonal, written and verbal communication skills and creativity.
9. Very strong organizational skills.
10. Ability to manage multiple projects with minimal supervision.

11. Ability to work within a team environment and work toward a common, over-arching goal.
12. Open attitude toward direction, evaluation and professional feedback.
13. Availability and wiliness to work evenings and weekends as the job requires.
14. Desire to learn new areas of the business and take on new projects as needed.