



Assistant Director of IPTAY – Marketing & Communications
Job Description | October 2022

About IPTAY:

Originally, the letters IPTAY stood for “I pay ten a year.” Begun in 1934 to give the Clemson athletic program the support it needed, IPTAY is now one of the most successful athletic fundraising organizations. IPTAY donors provide millions of dollars in scholarships for student-athletes and non-athletes alike. It also has provided substantial support for programs and facilities that help Clemson athletics stay competitive in collegiate sports.

IPTAY is supported through annual donations, gift planning and major gifts. Each is vital to the success of Clemson athletics.

IPTAY Mission Statement:

IPTAY provides resources to support the academic, athletic, and personal development of Clemson University student-athletes and the competitive success of Clemson athletics.

JOB SUMMARY

Exercises discretion and independent judgment to assist with the development and implementation of the marketing and communication strategy for IPTAY to ensure the organization's goals are clearly messaged to current and potential donors and to support the fundraising efforts of IPTAY and Clemson athletics.

JOB DUTIES

External Communication | 40%

- Coordinate with the Director of IPTAY Marketing and Communications in the creation of promotional and media relations strategies and other external communications.
- Produce communications such as but not limited to mass emails, direct mail, grassroots efforts and beyond that appeal to potential and present donors and convey IPTAY's vision.
- Write articles as assigned, serve as a website content manager and contribute to ORANGE: The Experience magazine.
- Primary content manager and coordinator for all IPTAY social media outlets by planning and executing posts and campaigns across all platforms in collaboration with the Assistant Director of IPTAY for Design and Communications.

Marketing and Promotion | 40%

- Coordinate with development team to build communications and marketing initiatives to elevate fundraising.
- Plan and execute the IPTAY Tailgate Team initiative as well as facilitate all IPTAY donor of the game recognitions.
- Execute bidding, licensing approvals, artwork, PO assignments, for IPTAY promotional products.
- Manage inventory of tangible marketing and communication materials (e.g., brochures).
- Serve as primary communication manager for the Block C Club, IPTAY Brick Program, IPTAY Hospitality, Sport Specific Giving and all IPTAY feeder programs including the IPTAY Collegiate Club, Tiger Cub Club.

Events | 15%

- Assist Collegiate Club director with summer orientation.
- Coordinate the planning and implementation of IPTAY marketing integration initiatives across all home in-venue sports.
- Attend as assigned IPTAY sponsored events such as football tailgates and the spring coaches tour to manage operational tasks while representing IPTAY and Clemson University as needed.

Other | 5%

- Perform other duties as assigned.

QUALIFICATIONS

Minimum Education: The minimum education required to perform the primary role of this position.

- Bachelors Degree

Minimum Experience: The minimum years of applicable and relevant work experience that would be necessary to effectively perform the position.

- 1-3 years in athletics development marketing and communications preferred. Not required.

Equipment Utilized: Equipment with which the incumbent must be familiar or will be required to operate or use.

- Microsoft Office, Microsoft Teams, Salesforce Marketing Cloud, Adobe InDesign, Adobe Photoshop and Adobe Illustrator
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QUALITIES/CHARACTERISTICS

Manages Self:

- Works with minimal supervision and manages own time effectively.

Teamwork:

- Works effectively and cooperatively with others to achieve organizational goals.

Communication:

- Effectively shares/disseminates information; listens to others and incorporates/integrates information. Uses oral, written and interpersonal communication skills to achieve role objectives.

Customer Service Focus:

- Effectively and efficiently meets the needs of IPTAY donors; delivers high quality service and makes customer service a priority by seeking ways to improve service through innovation.
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ADDITIONAL INFORMATION

Physical Requirements:

- Ability to remain at work station for long periods of time.
- Move, transport, raise or lower items of 10lbs. or less.

Work Schedule

- Standard Hours: 40 per week

Office Location:

McCarter Family IPTAY Center
1 Avenue of Champions
Clemson, SC 29634

APPLY

Email a resume, cover letter, and list of references to IPTAYHR@clemson.edu. "IPTAY is committed to ensuring equal access to its employment application process.

IPTAY is an Equal Employment Opportunity employer. We make every effort to provide fair and equal treatment on the basis of merit in all our employment decisions, including but not limited to decisions concerning hiring, retention, promotions, working conditions, compensation, benefits, training, and all other privileges, terms, and conditions of employment. We pledge to treat all employees fairly without regard to race, color, religion, sex, sexual orientation, gender identity and/or expression, pregnancy,

national origin, age, disability, genetics, military or veteran status, or any other characteristic protected by applicable law. Any applicant with a disability may contact IPTAY at 865-656-0314 or IPTAYHR@clemsun.edu to request an accommodation related to the application process.”