



Director of Communications

Job Description | February 2023

About IPTAY and Clemson Athletics:

The Clemson University Athletic Department, one of the nation's premier athletic and academic brands, sponsors 21 NCAA Division-I sports and supports more than 500 student-athletes. The department relies on the support of IPTAY (originally – I pay ten a year), which was founded in 1934. It is now one of the most successful athletic fundraising organizations, providing millions of dollars in scholarships for student-athletes and non-athletes alike and substantial support for programs and facilities that help Clemson Athletics build championship-level programs.

As part of IPTAY, you help student-athletes be top competitors both on the field and in the classroom and you get all the benefits that come with being a part of this important organization.

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

In conjunction with Clemson University, Clemson Athletics, and applicable affiliate organizations, the Director of Communications exercises discretion and independent judgment to manage and coordinate the direction of all IPTAY communications and design. This position serves as the primary staff member for external communications and media relations strategies conveying the “One-IPTAY” mission to all current and prospective donors through traditional and new media. This role will create and disseminate content to increase philanthropy, stewardship efforts, and beyond to further enhance resources to support the success of Clemson student-athletes. Duties include and are not limited to ORANGE: The Experience magazine, social media, press releases, short and long-form storytelling, gift proposals, management of IPTAY website, solicitation, creative services, mass email communication and general IPTAY philanthropy supporting the fundraising efforts of IPTAY and Clemson Athletics.

JOB DUTIES

External Communication

- Direct and execute IPTAY communications in creating promotional and media relations strategies and other external communications.
- Create, schedule, and facilitate communications including, but not limited to, mass emails, direct mail, solicitations, radio spots, and grassroots efforts that appeal to potential and present donors.
- Create and distribute My Orange Update, My Orange Update – Collegiate Edition, and Block C newsletter weekly email communication.
- In conjunction with IPTAY Hospitality, build gameday guide emails and webpages for all athletic premium seat spaces.
- Write and release gift announcements, donor stories, staff columns, and office operations notifications to the public.
- Principle editor, page and form creator, and maintenance of IPTAY's website, ClemsonTigers.com/IPTAY.
- Primary content creator and coordinator for all IPTAY social media outlets; plan and execute posts and campaigns across all platforms in collaboration with the Assistant Director of IPTAY for Design and Communications.
- Oversight of IPTAY branding efforts, to include perpetual integration and activation with Clemson Athletics.

Fundraising Support

- Work with development officers and staff to create gift proposals, brochures, guides, and supporting documents to assist in solicitation.
- Build and maintain all forward-facing athletic district naming opportunity promotional collateral.
- Create, disseminate, and maintain sport-specific giving content in coordination with development officers and coaching staffs—content to include solicitations, invitations, and webpage maintenance.
- Support donor relations with invitation creation, RSVP management, and event materials.
- Play a vital role in the development of cases for support (i.e. Hear Her Roar and University campaigns).
- Provide communication and design support to IPTAY major giving, annual fund, Block C Club, IPTAY Board of Directors, IPTAY Student Advisory Board, and sport-specific giving.

ORANGE: The Experience Magazine

- Serve as a lead editor of Orange: The Experience magazine, which is distributed six times annually to IPTAY donors.
- In partnership with Clemson Athletics, develop a page budget, assign writers, set deadlines, and build annual distribution plan with printer, including mail lists and quantities for each issue.
- Create all IPTAY-related content, including staff columns, donor spotlights, IPTAY Board of Directors material, program features, and beyond.
- Edit and review all pages for grammar and accuracy of each story.
- Communicate and receive all necessary proof approvals from IPTAY and Clemson Athletics leadership.
- Connect with the printer on cover and interior page contact proofs, final edits, and approval for production and distribution.

Management, Design & Creative

- Serve as a supervisor for the Assistant Director of Design and Communication.
- Carry out all responsibilities involved in the management of direct reports.
- Administer annual and mid-year employee reviews.
- Assist in the ideation of and execution of graphic design for print and digital.
- Manage photo and video requests for IPTAY to be completed in-house and in collaboration with Clemson Athletics creative services team.
- Monitors inventory of tangible communication materials (e.g., brochures).

Administrative

- Manage use of resources including funding, personnel, facilities, and time.
- Attend weekly staff meetings and assigned working group meetings.
- Assist with administrative functions within the IPTAY office.
- Special projects as assigned by the leadership team.
- Adhere to all department-wide management controls.
- Serve on athletics, university and advisory committees as assigned.
- Participate in professional development opportunities and mandatory training programs.
- Ensure all operations follow Clemson University, IPTAY, NCAA and conference regulations.

Other

- 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.

- 3-5 years in intercollegiate and/or professional athletics, specifically in the development setting. Experience in AP style and web content management systems preferred.

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

Technical & Leadership Experience:

- Applicable technical experience and past performance in areas outlined in this job description.
- Experience in administrative leadership, decision-making, management, and supervision.
- Job versatility.

Good Judgement:

- Demonstrate good judgment and the ability to respond quickly and deal successfully under pressure and in a very open and public environment.

Manages Self:

- Strong work ethic.
- Self-starter with ability to analyze situations and address with a solutions-based approach.
- Works with minimal supervision and manages own time effectively.

Teamwork:

- Works effectively and cooperatively with others to achieve organizational goals.
- Ability to initiate, build, and maintain relationships.
- Willingness to learn and contribute.

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.

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
- Includes (as applicable): Event Days

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 864-656-0314 or IPTAYHR@clemson.edu to request an accommodation related to the application process.