



JOB DESCRIPTION

Title: Assistant Director of Sports Communications - Broadcasting
Department: Athletics Communications
Reports to: Director of Strategic Sports Communications
FLSA Status: Hourly

Characteristics of Job:

The Assistant Director of Sports Communications – Broadcasting will be responsible for all aspects of video and broadcasting needs relating to the college's 25 intercollegiate sports programs. The Assistant, which reports directly to the Director of Strategic Sports Communications, will work in collaboration with the Sports Communications office, the coaching staff, and the Director of Athletics in order to develop programs and facilitate activities that will promote both the student-athletes and the sports programs at Union College within the philosophy and guidelines set forth by Union College, the NAIA, the Mid-South Conference and the Appalachian Athletic Conference.

Examples of Duties and Responsibilities:

1. Maintain knowledge and rules of the NAIA as it relates to Sports Communications and Broadcasting.
2. Coordinate the development and implementation of a proactive video media outreach program to television, radio, social media, and the Union College Department of Athletics website in order to publicize and promote the Union College Department of Athletics, its programs, staff and student-athletes.
3. Prepare media releases to communicate with the general public news and information about the college's athletic programs and teams.
4. Work proactively with media to encourage coverage of the college athletic events and programs.
5. Serve as the public relations agent for the Department of Athletics in developing positive relations with media representatives from the media.
6. Assist with production of any publications and game-day materials for all athletic programs and events.
7. Oversee management the broadcasts of all of Union College home athletic events.
8. Assist in the updating and maintaining of the Department of Athletics website and team pages.
9. Assist with the Director of Athletics on all publications and staffing, as needed, for U Club and other fundraising events hosted by Union College Athletics.
10. Assist with the video board at Williamson Stadium.

11. Work in conjunction with the Director of Athletics, the Director of Sports Strategic Communications and the Director of Game Operations to ensure all workers are assigned to cover game responsibilities relating to Sports Communications, game operations and Broadcasting for the college's 25 athletic programs. This includes statistics, public address announcer, music, scoreboard, broadcasting and live streaming, and other functions as needed.
12. Oversee departmental budget for Sports Communications - Broadcasting to ensure meeting assigned budget goals.
13. Be actively involved in the area of Sports Communications at both the conference and national levels.
14. Assist with special athletic events such as U Club, Hall of Fame, Teams of Distinction, etc.
15. Travel, as necessary, to cover Union College athletic events.
16. Perform other communications duties as assigned by the Director of Strategic Sports Communications.

Education, Skills and Ability

- Position requires excellent verbal and written communication skills.
- Position requires excellent computer skills in addition to a strong knowledge of use of social media.
- Position requires excellent critical thinking skills in order to ascertain needs and develop programs and strategies to enhance the Sports Communications area.
- Previous demonstrated experience in the field of athletic communications, College level experience preferred.
- Previous experience working with game statistics in variety of sports preferred.
- Previous experience in dealing with the media on the local, regional and national level is required.

Minimum Qualifications:

- Bachelor's degree from an accredited college or university required, Master's degree preferred.
- Valid Driver's License
- A strong commitment to the student-athlete concept and a working knowledge of NAIA rules and regulations is required.
- Basic knowledge of the sports sponsored by Union College.
- Previous experience in dealing with the media on the local, regional and national level is required.
- Competent video editing skills required.

Additional Requirements:

- Background check required

Typical Working Conditions and Unique Physical Requirements:

- Noise levels is generally quiet to moderate
- Regularly required to speak and hear
- Frequently required to stand, walk, and sit for extended periods of time over various terrains
- Occasionally required to reach with hands and arms, bend, stoop, kneel, or crouch
- Recurrent climbing of interior and exterior stairs
- Vision capability required but not limited to distance, peripheral and low light
- May be required to lift or carry items weighing up to 25lbs

The statements in this description are intended to describe the general nature and level of work being performed by individuals assigned to this classification. Examples of duties or responsibilities are not to be construed as an exhaustive list describing the duties or responsibilities required of personnel so classified. These examples are also not to be interpreted as limiting the appointing authority's ability to append or otherwise alter the duties and responsibilities of the position. The use of an individual expression or illustrations to duties or responsibilities shall not be regarded, as excluding assignment of others not mentioned which are of similar kind or quality.

Union College does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, ancestry or veteran status. Reasonable accommodations are provided upon request.
