

UNION

COMMONWEALTH UNIVERSITY

JOB DESCRIPTION

TITLE: Assistant Director: Sports Communications

Department(s): Athletics/Communications

Reports To: Director: Sports Communications

FLSA Status: Salary, Exempt

Characteristics of Job:

The Assistant Director of Sports Communications will be responsible for assisting all aspects of media and sports information relating to the University's 25 intercollegiate sports programs. The Assistant Director, which reports directly to the Director of Sports Communications, will work in collaboration with the coaching staff and the Vice President of Athletics to develop programs and facilitate activities that will promote both the student-athletes and the sports programs at Union Commonwealth University within the philosophy and guidelines set forth by Union Commonwealth University, the NAIA, the Mid-South Conference and the Appalachian Athletic Conference.

Examples of Duties and Responsibilities:

- Maintain knowledge and rules of the NAIA as it relates to Sports Communications.
- Assist with the coordination, development, and implementation of a proactive media outreach program to print, television, radio, social media and the Union Commonwealth University Department of Athletics website in order to publicize and promote the Union Commonwealth University Department of Athletics, its programs, staff and student-athletes.
- Prepare media releases to communicate with the public news and information about the University's athletic programs and teams.
- Work proactively with media to encourage coverage of the University's athletic events and programs.
- In conjunction with the Director of Sports Communications, serve as a public relations agent for the Department of Athletics in developing positive relations with media representatives from the electronic and print media.
- Oversee production of publications and game-day materials for various athletic programs and events.
- Oversee management of the press box and scorer's table at various on-campus athletic events or assign coverage for these events to others in the Department as needed.
- In conjunction with the Director of Sports Communications, update and maintain all areas of the Department of Athletics website and team pages.
- Work with the Vice President of Athletics and the Director of Sports Communications on all publications and staffing, as needed, for U Club and other fundraising events hosted by Union Commonwealth University Athletics.
- Keep, report and maintain statistics for various Union Commonwealth University Athletic programs under the guidelines set forth by the NAIA, the Appalachian Athletic Conference and the Mid-South Conference in conjunction with the Director of Sports Communications.

- Work in conjunction with the Director of Sports Communications, the Vice President of Athletics to ensure all workers are assigned to cover game responsibilities relating to Sports Communications, game operations and Broadcasting for the University's 25 athletic programs. This includes statistics, public address announcer, music, scoreboard, broadcasting and live streaming, and other functions as needed.
- In conjunction with the Director of Sports Communications, oversee the departmental budget management for Sports Communications to ensure meeting assigned budget goals.
- Be actively involved in the area of Sports Communications at both the conference and national levels.
- Coordinate various special athletic events such as U Club, Hall of Fame, Teams of Distinction, etc.
- Take or assign staff to take sports photographs when necessary.
- Supervise members of the Sports Communications staff, to include hiring interns, training the staff, supervising work-study students and delegating various duties within the Sports Communications area.
- Assist in the gathering of athletics information for Board of Trustee's reports and U Club functions throughout the year and other needs as assigned.
- Travel, as necessary, to cover Union Commonwealth University athletic events.
- Perform other communications duties as assigned by either the Director of Sports Communications or the Director of University Communications.
- Drive on University business for your department whether the frequency is daily, monthly, or occasionally.

Education, Skills and Ability

- Bachelor's degree from an accredited College or University required.
- Valid Driver's License
- Position requires excellent verbal and written communication skills.
- Position requires excellent computer skills in addition to a strong knowledge of the use of social media.
- Position requires excellent critical thinking skills to ascertain needs and develop programs and strategies to enhance the Sports Communications area.
- Previous demonstrated experience in the field of athletic communications, University level experience preferred.
- A strong commitment to the student-athlete concept and a working knowledge of NAIA rules and regulations is required.
- Previous experience working with game statistics in a variety of sports preferred.
- Previous experience in dealing with the media on the local, regional, and national level is required.
- Competent photographic skills required.

Typical Working Conditions and Unique Physical Requirements:

- Work is typically performed in an interior office
- Noise levels are 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

Additional Requirements:

- Criminal background check prior to employment

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