

Title: Director of Sports Broadcasting/External Communications
Department: Athletics
Reports to: Director of Athletics
FLSA Status: Salary, Exempt

Characteristics of Job:

The Director of Sports Broadcasting will be responsible for all aspects of media and broadcasting relating to the college's 23 intercollegiate sports programs. The Director, which reports directly to the Director of Athletics, will work in collaboration with the coaching staff and the Director of Athletics in order to develop a broadcasting program 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 Broadcasting.
2. Coordinate the development and implementation of a proactive media outreach program to print, 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 through our broadcasting program.
3. Oversee and prepare game-day broadcasting materials, as needed, in order to conduct a high quality broadcast of Union College Athletics sporting events on www.ucbulldogs.com through the use of Stretch Internet.
4. Work proactively with media to encourage coverage of the college athletic events and programs.
5. Produce and maintain all Sports Broadcasting media content to include game broadcasts, staff or student-athlete interviews, coach's shows and all other broadcasts related to the Union College Department of Athletics.
6. Update and maintain all areas of the Department of Athletics Bulldog Sports Network page on the department website.
7. Work with the Director of Athletics on all publications and staffing, as needed, for Bulldog Club and other fundraising events hosted by Union College Athletics. Also will assist in contacting and developing new corporate sponsorships within the Department of Athletics and/or Bulldog Club membership initiatives.
8. Work in conjunction with the Director of Athletics, the Director of Sports 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 23 athletic programs. This includes statistics, public address announcer, music, scoreboard, broadcasting and live streaming, and other functions as needed.
9. Oversee departmental budget for Sports Broadcasting to ensure meeting assigned budget goals.
10. Be actively involved in the area of Sports Broadcasting at both the conference and national levels.
11. Assist with coordination of special athletic events such as Bulldog Club, Hall of Fame, Teams of Distinction, etc.
12. Supervise the Sports Broadcasting staff, to include hiring of assistants and interns, training the staff, and delegating various duties within the Sports Broadcasting area.
13. Purchase, maintain and operate all equipment necessary for the Sports Broadcasting area.
14. Supply athletics information for Board of Trustee's reports and Bulldog Club functions throughout the year and other needs as assigned.
15. Travel, as necessary, to cover Union College athletic events.
16. Perform other communications duties as assigned by either the Director of Athletics or the Director of College Communications.
17. Job responsibilities include driving on college business for your department whether the frequency is daily, weekly, monthly, or occasionally.

Minimum Qualifications:

- Bachelor's degree from an accredited college or university required, Master's degree preferred.
- Valid Driver's License
- Position requires excellent verbal skills; previous sports broadcasting experience preferred.
- Position requires excellent computer and organizational skills in addition to a strong knowledge of use of broadcast media equipment.
- Position requires excellent critical thinking skills in order to ascertain needs and develop programs and strategies to enhance the Sports Broadcasting area.

- A strong commitment to the student-athlete concept and a working knowledge of NAIA rules and regulations is required.
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Additional Requirements:

- Background check required

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