



Assistant Director of Athletic Communications

Department: Athletic Administration
Status: Exempt, Full Time
Closes: Open until filled

Report To: Director of Athletic Communications
Classification: Administrator

POSITION SUMMARY

The Assistant Director for Athletic Communications supports the promotion of all facets of the Athletic Department to internal and external constituencies to heighten visibility and expand support for varsity intercollegiate programs. This position collaborates on the designs and production of brochures, game programs, newsletters, and social media posts, oversees gameday statistical operations and promotion of select sports with direct supervision of student workers. They aid in all broadcast productions of home sporting events. The Assistant Director supports the work of the Director of Athletic Communications to ensure the responsibilities of the area are effectively covered.

DUTIES AND RESPONSIBILITIES

Digital/Social Media

- Direct and manage the athletics department website and all social media platforms, with content type ranging from written, graphic design and multimedia/video.
- Provide strategic recommendations to the Director to enhance the visibility and impact of the Athletic Communications office, including tracking and reporting on digital metrics and engagement across platforms.
- Responsible for all publicity efforts including writing, editing and distributing all press releases; social media management for multiple accounts across a variety of platforms.

Game Day Operations

- Compile, disseminate, and maintain sports statistics for assigned teams and serve as the official scorekeeper for all home games.
- Manage setup, live production and breakdown of webcast equipment.
- Communicate with and solicit media for event coverage and feature stories on student-athletes, teams, and other department milestones and accomplishments.
- Completing conference, regional and national award applications to recognize coaches and student-athletes from assigned teams and programs.

Administrative

- Plan and implement historical archives, as well as maintenance of photography database.
- Work collaboratively with the University's marketing and communications office on all athletic-related news stories and events.
- Promotes a positive image of the University through participation in community and professional organizations, representing the University at professional meetings, and establishing and maintaining credible relations with various news media and other collegiate sports information offices.
- Contributes to the overall success of the Athletics Department by performing all other duties and responsibilities as assigned.



Student Staff Leadership & Development

- Recruit, hire, train, and supervise student interns and employees (including Graduate Assistants) in conjunction with the Director of Athletic Communications. This includes assigning and managing projects to ensure timely, high-quality delivery.
- Assign and supervise student staff to assist with in-game responsibilities (scoreboard, public address, statistics, etc.), in-game updating of social media platforms and score reporting.
- Provide mentorship and professional development in video production, photography, and graphic design.
- Foster a collaborative, creative team environment that supports student learning and leadership growth.

EDUCATION AND EXPERIENCE

- Bachelor's degree is required, preferably in Communications, Journalism, Sports Management, or a related field; master's degree preferred.
- At least 2 years of experience in a collegiate setting, sports public relations, sports management, or a related field is required.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced setting.

KNOWLEDGE AND SKILLS

- Proficiency in Adobe Creative Suite, including Premiere Pro, After Effects, Photoshop, and Illustrator
- Strong technical skills in video production, editing, and photography
- Strong written and verbal communication skills
- Understanding of social media platforms, digital storytelling, and emerging content trends
- Knowledge of motion graphics and animation techniques (preferred)
- Familiarity with NCAA rules and branding considerations (preferred)
- Strong organizational and project management skills with attention to detail
- Ability to effectively tell compelling stories through visual media
- Capacity to manage competing priorities and adapt in a fast-paced environment
- Strong interpersonal and communication skills, with the ability to collaborate across teams
- Physical Demands: Frequently required to lift and carry equipment and materials weighing up to thirty pounds.
- The scope of the position frequently requires evening and weekend work aligned with athletic events and schedules, this includes holidays and post season competition. Occasional travel will be required.

APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled or until date indicated above. Send cover letter, resume and 3 work-related references to:

Human Resources Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu



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Candidates must be currently eligible to work in the United States.