

## Mercyhurst University Job Description

<b>Job Title:</b>	<b>Director for Athletic Communications</b>
<b>Department:</b>	<b>Athletics</b>
<b>Location:</b>	<b>Erie</b>
<b>Reports to:</b>	<b>Director of Athletics</b>
<b>VP:</b>	<b>Student Life</b>
<b>Classification:</b>	<b>Administrator</b>
<b>FLSA:</b>	<b>Exempt</b>
<b>Status:</b>	<b>Full-Time</b>
<b>Term:</b>	<b>12 Month</b>

### SUMMARY

The Director of Athletic Communications develops and implements a comprehensive public relations program to help the University achieve the goals established for Intercollegiate Athletics. The Director of Athletic Communications oversees all social media, branding and video efforts, which are core components to recruiting students and student-athletes. He or she provides information to electronic and print media outlets, develops publications for all sports programs, maintains statistical data, records, and history on current and past University student-athletes and teams, and develops and maintains an effective presence on the web and with the most appropriate forms of new media.

### DUTIES AND RESPONSIBILITIES

- Direct and manage the Athletics department website and all social media platforms, with content type ranging from written, graphic design and multimedia/video;
- Strategic insights into the value of the Athletic Communications office on overall marketing and recruiting for the University
- Directly responsible for all publicity efforts for varsity and club sports including writing, editing and distributing all press releases; social media management for multiple accounts across a variety of platforms; editing videos (season previews, game highlights, etc.); and designing of game day programs, flyers and similar materials
- Oversight of Athletic Communications office, including the Asst. Director and the Graduate Assistant
- Oversight of student budget and game-day event staff for all home games
- Assigning and supervising student staff to assist with in-game responsibilities (scoreboard, public address, statistics, etc.), in-game updating of social media platforms and score reporting;
- Communicating with and soliciting media for event coverage and feature stories on student-athletes, teams, and other department milestones and accomplishments
- Planning and implementing historical archiving, as well as maintenance of photography database
- Completing conference, regional and national award applications to recognize coaches and student-athletes from assigned teams and programs
- Compiling, disseminating, and maintaining sports statistics for assigned teams, including serving as official scorekeeper for all home games;
- Directly managing setup, live production and breakdown of webcast equipment;

- Travel with teams as necessary, primarily for postseason contests
- Work collaboratively with the College's marketing and communications office on all athletic-related news stories and events
- Responsible for oversight and management of athletic communications budget
- Promotes a positive image of the University through participation in community and professional organizations, representing the University at professional meetings and on community committees, and establishing and maintaining credible relations with various news media and other collegiate sports information offices.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses required by the Director of Athletics.
- Contributes to the overall success of the Athletics Department by performing all other duties and responsibilities as assigned.
- Other duties as assigned and necessary

## **EDUCATION AND EXPERIENCE**

Education: Bachelor's degree is required, preferably in communication, journalism, sports management or a related field; master's degree preferred.

Experience: At least three years of experience in a collegiate setting, sports public relations, sports reporting, or a related field is required. Experience in and/or an appreciation of the use of the web and new media, experience in printing and publication design, and knowledge of radio and television sports broadcasting and production is required or an equivalent combination of education and experience.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Skills: Public relations skills, time management skills, strong background with Adobe Creative Suite software and all social media platforms, strong oral and written communication skills, and effective interpersonal skills are required. Experience with the media and statistical software is required.

Effort: Frequently required to lift and carry equipment and materials weighing up to thirty pounds.

Other: The scope of the position frequently requires extended workdays and work weeks, including weekends, holidays, as well as overnight, out-of-town travel.

## **APPLICATION PROCESS:**

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

Human Resources  
 Mercyhurst University  
 501 East 38th St  
 Erie, PA 16546  
[hrinfo@mercyhurst.edu](mailto:hrinfo@mercyhurst.edu)

This is a clearance required position. All applicants must be eligible to work in the United States.

Mercyhurst University is an Equal Opportunity Employer that encourages members of diverse groups to apply.