



# MERCYHURST

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## UNIVERSITY

501 East 38th Street  
Erie, PA 16546

814-824-2000  
800-825-1926

[mercyhurst.edu](http://mercyhurst.edu)

## Director of Athletic Communications

**Location:** Erie

**Department:** Athletics

**Reports to:** Director of Athletics

**Full-Time**

**Classification:** Administrator

**Posted until filled**

### 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 Associate Director and the Assistant Director
- Directly managing setup, live production, and breakdown of webcast equipment.
- Proficient with Adobe programs and familiar with designing graphics for all relevant media platforms
- 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.
- 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
- Other duties as assigned and necessary
- 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.

### **EDUCATION AND EXPERIENCE**

Education: Bachelor's degree is required, preferably in communication, journalism, sports management, or a related field; master's degree preferred with two years or more of related experiences in athletic communications at the collegiate level.

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 graphic design, and knowledge of 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 Street  
Erie, PA 16546  
[hrinfo@mercyhurst.edu](mailto:hrinfo@mercyhurst.edu)

Mercyhurst University values diversity and is committed to the goal of achieving equal opportunity for all. For that reason, Mercyhurst abides by federal, state and local law in admissions, employment and all services and programs provided.

Mercyhurst does not unlawfully discriminate on the basis of race, color, religion, creed, sex, citizenship status, ancestry, national or ethnic origin, age, familial status, sexual orientation, gender identity or expression, physical or mental disability, military or veteran status or any other legally protected characteristic or because of any individual's legally protected activities.

Mercyhurst complies with federal, state and local legislation and regulations regarding nondiscrimination. This policy applies to faculty, administration and staff, applicants for employment, students and applicants for educational programs and activities.

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