



Director of Athletic Communications

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

Report To: Athletic Director
Classification: Administrator

POSITION SUMMARY

The Director of Athletic Communications is a key member of the Mercyhurst Athletics team and is responsible for overseeing the day-to-day operations of the Athletics Communications department that includes full-time staff, graduate assistants, and student employees. This position 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 including broadcasts of competitions.

DUTIES AND RESPONSIBILITIES

- Oversight of Athletic Communications office staff, including the director of digital and creative media, assistant director of athletic communications, graduate assistants and student employees.
- Oversee the athletics department website and all social media platforms, with content type ranging from written, graphic design and multimedia/video.
- Provide strategic insights into the value of the Athletic Communications office on overall marketing and recruiting for the University.
- Oversee all publicity efforts 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 flyers and similar materials.
- Oversee 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.
- Assign and supervise student staff to assist with in-game responsibilities (play by play, public address, statistics, in-game updating of social media platforms and score reporting etc.).
- Communicate with and solicit media for event coverage and feature stories on student-athletes, teams, and other department milestones and accomplishments.
- Plan and implement historical archiving, as well as maintenance of photography database.
- Complete conference, regional and national award applications to recognize coaches and student-athletes from assigned teams and programs.
- Compile, disseminate, and maintain sports statistics for assigned teams.
- Travel with teams as necessary, primarily for postseason contests.
- Work collaboratively with the University's marketing and communications office on all athletic-related news stories and events.
- Responsible for oversight and management of athletic communications budget.



- Promote 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.
- Remain 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.
- Other duties as assigned.

EDUCATION AND EXPERIENCE

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

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.