



DATE ISSUED: 08/18
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Assistant Director, Athletics for Communications

JOB SUMMARY

The Assistant Athletics Director for Communications reports to the Director of Athletics and is responsible for developing, implementing and evaluating the strategic communications plan for the University's NCAA Division II athletics department. This position creates unique written and visual content; manages the department's website and social media platforms; ensures maintenance of archived information, records and statistics; and serves as the main contact for all communications and sports information needs. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director, Intercollegiate Athletics

Supervises: Graduate Assistant, Student Workers

ESSENTIAL DUTIES - May include, but not limited to the following:

- Develops, implements and evaluates an annual strategic communications plan to promote and provide information regarding TWU Athletics.
- Ensures clear internal and external communications on all major announcements/initiatives.
- Responsible for the design and daily maintenance of the Athletics web site in conjunction with the University's Office of Marketing and Communication and the web-hosting service, if applicable.
- Embraces the importance of social media and manages all department social media platforms including the design of graphics, written text and video content.
- Writes and distributes news and information to all constituencies and stakeholders.

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- Responsible for the design and production of schedule cards/posters, game programs, sports camp/clinic flyers, press releases, recruitment brochures, record books, and other promotional pieces.
- Responsible for the production of department videos to be used for highlights, promotions, social media and University recruitment.
- Coordinates and participates in the management of all home events with the Assistant Director of Athletics for Operations and Event Management.
- Prepares game/meet notes, writes and distributes game/meet stories, compiles final stats and box scores, and distributes to the media, the conference, member institutions, ranking committees, and hometown newspapers immediately following the event.
- Provides regular communications and social media education/training sessions for all student-athletes.
- Hires, trains, develops and evaluates the performance of student workers and the graduate assistant that reports to this position.
- Hires, trains and supervises the statistics crews.
- Coordinates all media requests such as coach and student-athlete interviews.
- Continually cultivates relationships with members of the national and local media.
- Nominates student-athletes and staff for local, conference, regional and national honors.
- Coordinates and conducts press conferences.
- Arranges for photography needs and maintains a photo archive for each sport and the department.
- Maintains current and accurate statistical files for each sport and historical archives for the Athletics department.
- Promotes accomplishments of student-athletes to their hometown newspapers.
- Responsible for maintaining and upgrading the technology tools necessary to operate the communications department efficiently.
- Manages a fiscally sound budget.
- Secures home event workers (score table personnel etc.) for events hosted for outside clients as necessary.
- Travel with teams as deemed necessary by the director of athletics.
- Supports and participates in the department's commitment to community service.
- Assists with the appropriate usage of TWU Athletics brand marks and logos.
- Commits to and be responsible for adhering to all rules and regulations set forth for the University, the Lone Star Conference and the NCAA with the utmost integrity.
- Works cooperatively with personnel in the athletics department, attends department meetings and activities, and always represents the University positively when interacting with the community, alumni, high school and club coaches, media and general public.
- Represents TWU at all LSC Sports Information Director meetings and other meetings on the state, regional, and national levels as deemed necessary by the Director of Athletics.
- Completes other assigned administrative duties in a timely manner.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

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ADDITIONAL DUTIES

- Attends seminars, conferences and other professional development opportunities as deemed necessary by the Director of Athletics.
- Participates, as appointed, on Athletics, University, state, regional and national committees.
- Implements Athletics' strategic plan as part of the Division of Student Life's strategic plan in conjunction with the University's strategic plan.
- Performs other duties as requested.

EDUCATION

Bachelor's degree required. Major course work should be in Communications, Journalism, Public/Media Relations or other appropriate areas.

EXPERIENCE

Three years relevant experience in communications/sports information at the collegiate level. Experience with website design and management, preferably with SIDEARM-designed websites. Experience with digital photography, graphic design, and applying creative content to social media platforms. Experience working with collegiate gymnastics a plus.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Demonstrates knowledge of the day-to-day operations of an intercollegiate athletics department.
- Ability to interview coaches and student-athletes at monthly booster luncheons.
- Desktop publishing skills as related to the production of publications required.
- Demonstrates competency in social media applications and a working knowledge of emerging social media platforms.
- Ability to use Web publishing software required to design, update and maintain the Athletics web site.
- Ability to use Microsoft Word, Excel, Adobe Acrobat, Adobe InDesign, Photoshop, Stat Crew, Scorekeeper, and any other software programs pertinent to the job duties.

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- Ability to use video editing software.
- Strong overall communication skills, including excellent writing and editorial abilities, and commitment to accuracy and quality.
- Demonstrates strong organizational skills, motivation and self-direction.
- Ability to work as a member of a team.
- Ability to maintain professional appearance and manner.
- Demonstrates ability to effectively plan, meet deadlines and accomplish goals.
- Ability to adhere to all policies, rules and regulations of the university, the Lone Star Conference and the NCAA.
- Ability to hire and supervise qualified student workers.
- Ability to handle multiple tasks in a fast-paced environment as needed.
- Must be able to work an irregular schedule, evenings and weekends as needed, additional hours during peak times or as required.
- Ability to attend seminars, meetings and other professional development opportunities at or away from TWU.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Knowledge of management methods and ability to provide administrative guidance within area of responsibility and provide direct training and supervision as needed.
- Ability to apply budgeting and fiscal planning techniques within financial constraints.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to communicate effectively - orally, by phone, in person, and in writing.
- Ability to respond to emergency situations in a timely manner.
- Ability to represent the department and University in a friendly, positive, courteous and professional manner.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee must have the ability to occasionally lift, carry, and/or drag approximately 50 pounds. The employee may be required to travel.

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WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.