



ASSISTANT ATHLETIC DIRECTOR FOR STRATEGIC COMMUNICATION ATHLETICS

REPORT TO: Director of Athletics

E CLASS: FT 12 Month

FLSA: Exempt

PURPOSE:

The Athletics Department invites applications for the position of Assistant Athletic Director for Strategic Communication. The position is responsible for the development, coordination, and implementation of athletic media, marketing, promotion, and development plans for the College's athletic programs, including but not limited to press releases, press conferences, social media, statistics, sponsorships, fundraising, and branding for its intercollegiate sports programs. This position will report to the Director of Athletics.

REQUIRED QUALIFICATIONS:

Bachelor's degree in communication, journalism, sports marketing, or related field • Two to three years of relevant experience or a combination of education and experience working in a collegiate athletic environment • Demonstrated ability to collaborate with a variety of stakeholders in a professional manner • Experience coordinating multiple projects simultaneously, completing projects accurately in a timely fashion • Knowledge of StatCrew software and NCAA Genius stat software.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

Sports Information Responsibilities • Oversee the athletic department website while updating daily content • Game Day Setup • Manage the Athletic Department's social media presence using multiple channels • Collaborate with the University's marketing and communications office on athletic-related media relations, news stories, and events • Write press releases and feature stories for publication and distribution • Create and edit athletic publications and recruiting materials • Compile statistics and file reports as required by the NCAA, the Southern Intercollegiate Athletic Conference and Coaches Associations • Secure necessary arrangements for media, scouts, officials, statisticians, and other press box & scorer's table personnel for home games • Secure all necessary media passes, all access passes and game day tickets for all road games. Supervise interns and student assistants assigned sports information responsibilities • Maintain historical Athletic records, statistics, and photographs • Oversee nominations and promotion of student-athletes and coaches • Participate in planning and preparation for special events such as Hall of Fame Day, Alumni Reunion Weekend, Homecoming, and the Athletics Awards Ceremony. • Other related duties as assigned by the Director of Athletics.

Marketing & Promotion Responsibilities: Develop and implement marketing strategies to increase revenue/ticket sales for football and men's and women's basketball, and work collaboratively with the athletic development personnel to promote the Game Day Benefits Program; • Acts as the primary administrative contact for the marching band as well as the cheerleaders, dance team and mascots; • Develop messaging and execute email and social media marketing and automation in conjunction with the ticket office to maximize all revenue opportunities; • Supervises all game day experience elements including in-game production/game operations, activation of tickets sales initiatives and execution of fan experience for football, basketball and other competitions as assigned; Manages marketing game day personnel to ensure on-field/on-court sponsorship elements are appropriately executed; • Collaborates with the facilities and event management departments to provide the best fan experience possible; •

Develop and execute a comprehensive public relations and branding program targeting the neighboring communities community; • Provide oversight and management for all marketing/media ad buys for advertising and branding purposes; • Establishes and stewards critical on campus relationships with Miles College Alumni relations, Bookstore Trademark and Licensing and others, • Work closely with creative services to ideate and execute marketing and advertising content; Oversee and track the budget for marketing and promotions. • Other related duties as assigned by the Director of Athletics required

Development Responsibilities: Assist the Director of Athletics to identify, cultivate, and solicit donor prospects for the Athletic Department. Work with individuals, corporations, and foundations in building relationships in support of the Athletic Department Mission

Specific Skills • Communicate effectively and professionally, including written, interpersonal, and public speaking. Knowledge of Adobe Creative Suite, InDesign, Photoshop, MS Office, and Excel • Proficiency with website design & management, web creation tools, webcast setup, and social media platforms • Experience with digital photography and videography • **Specialized Licenses** • First Aid, CPR, AED training certification required.

All employees are required to be fully vaccinated for COVID-19 prior to the start of their employment.

Commitment to the Student-Athlete Experience: Enhancing the Student-athlete experience is a core value of Miles College Athletic Department Mission. We strongly encourage applications from individuals who will help fulfill this core value.

WORK ENVIRONMENT:

During the sports season, full-time coaching and support staff may work more than 40 hours per week for several months. Work schedules vary and may include irregular hours such as evenings, weekends, and holidays. • Light work – exerts up to 20 lbs. • Applicants must have the ability to work days, nights, and weekends, as well as travel to specified events •

TRAVEL:

Travel may be required as part of the work of this position.

***This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment.*

SPECIAL INSTRUCTIONS TO APPLICANTS:

A criminal background check will be conducted. *No phone calls will be accepted.* **Interested applicants should submit a resume, cover letter, and application to hr@miles.edu. Must be legally authorized to work in the United States without the need for employer sponsorship, now or at any time in the future.** Due to the large volume of inquiries, applicants will only receive a response if there is a match, at which point the applicant will be contacted for an interview.

NOTICE OF NON-DISCRIMINATION

Miles College is an equal-opportunity employer dedicated to building an inclusive and diverse workforce. Miles College does not discriminate in its educational programs and activities based on race, color, religion, ethnic or national origin, age, disability, sex, gender, gender identity, gender expression, sexual orientation, veteran status, or any other basis prohibited by law. Inquiries about the application of Title IX and its supporting regulations may be directed to the Title IX Coordinator, Brown Hall Room 101, 5500 Myron Massey Blvd, Fairfield, AL 35064, 205-929-1440, titleix@miles.edu. For information on the Title IX Sexual Harassment/Sexual Assault policy and grievance procedures, please [click](#).

TITLE IX / STATEMENT OF NONDISCRIMINATION

As set forth in this Policy, MILES COLLEGE prohibits discrimination on the basis of sex in its programs and activities. As defined by Title IX, discrimination on the basis of sex includes discrimination on the basis of sex stereotypes, sex characteristics, pregnancy or related conditions, sexual orientation, and gender identity.

MILES COLLEGE does not discriminate in its admissions practices, except as permitted by law, in its employment practices, or in its educational programs or activities on the basis of sex. MILES COLLEGE also prohibits retaliation against any person opposing sex discrimination or participating in any sex discrimination investigation or complaint process, whether internal or external to MILES COLLEGE. Sex-based harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination that are prohibited under Title IX and by the college's [Title IX Policy](#).