

Job Announcement

Job Title: Director of Athletic Marketing and Communications

Department: Student Life and Athletics

Reports To: Jenni Shepard – Vice President

Pay Status: Non-Exempt

Position Status: Full Time

Approved By:

Jenni Shepard

Position Summary: The Director of Athletic Marketing and Communication will be under the direct supervision of the Vice President for Student Life and Athletics.

Primary Responsibilities/Essential Job Functions:

Responsibilities include but are not limited to the following:

- Directly manages the Assistant SID and all game day operations.
- Accurate and Timely Stats taken at all home contests and posted to NAIA and AAC within 24 hours of completed game. May need to help compile stats from non NAIA schools that we play away.
- A minimum of two stories a week posted on tmbears.com for any team that is in main competitive season.
- Game Day Operations – Game day setup and scheduling and management of game day staff, works with head coaches to create a detailed game day protocol with a timetable for game day operations flow
- Works with the Asst. AD for External Affairs on in game promotions for sponsors and fans.
- Manages the tmbears.com athletic website including content, stories, rosters, schedules, etc
- Follows a social media marketing strategy and manages all official TMU Athletic Social media platforms
- Communicates with local media/newspaper, and radio on stories and updates
- Makes weekly AAC Player of the Week Nominations
- Assists with and communicates with coaches regarding AAC All-Academic Team Nominations
- Enters and maintains schedule and rosters to Presto Stats, AAC website, MSC Website and NAIA Connect
- Responsible for maintaining all content on tmbears.com and taking and uploading headshots, rosters, bios, schedules, season previews, etc.

- Coordinates, prepares, and orders athletic marketing print (schedule cards, roster cards, schedule posters, etc)
- Expands videography of TMU Athletics on Bear TV with interviews with student athletes and coaches, etc. Improves TMU Livestream Productions.
- Coordinates the marketing of all home athletic events including print media and digital media
- Willing and able to perform well under pressure while being a team player
- Able to properly schedule and supervise student workers
- Responsible for all marketing of TMU Athletics.
- Performs other duties as assigned by the VP for Athletics and Student Life.

Knowledge, Skills, and Abilities: Knowledgeable in athletics, Computer proficient, Able to meet/exceed goals, Able to maintain and work within a budget, Photoshop and Lightroom Proficient, Experience taking and editing photos, Experience creating digital media content, Knowledgeable in dakstats, Knowledgeable in managing web content and editing and maintaining a website. Able to effectively manage workload and prioritize duties and complete work within a 37.5 hour work week.

Work Environment/Physical Requirements of the Job: Needs to be able to lift at least 50 pounds for game day setup, the job will at times require multiple hours in the day outside at sporting events.

Minimum Education & Experience Requirements: Bachelor's required, Previous experience working in SID/Game Day Ops/Athletic Marketing at the collegiate or high school level required.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.

Additional Responsibilities: Other duties assigned by VP of Student Life and Athletics or Associate or Assistant Athletic Directors.

Knowledge, Skills, and Abilities: Must be proficient in MS Office, must have working knowledge of Outlook email, social media, and Jenzabar. Must be organized.

Work Environment/Physical Requirements of the Job: Works on campus and is required to live on campus and work weekends, must be able to routinely lift 20lbs, must be able to walk between buildings and climb stairs on a routine basis. Must be available 24/7 for emergencies. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education & Experience Requirements: Bachelor's degree preferred

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Application Submission Process:

Please submit completed TMU application and resume to:

Jenni Shepard

Vice President for Student Life and Athletics

jshepard@truett.edu

Truett-McConnell University

100 Alumni Dr., Cleveland, GA 30528

Deadline to submit resumes: **Until Filled.**

Truett McConnell University does not illegally discriminate against any individual for reasons of race, color, national origin, age, disability, or veteran status; however, the University may discriminate on religious grounds in its employment practices in order to fulfill its mission. It is the policy preference of Truett McConnell University to hire employees who are Christians, active in their churches and supportive of the goals of the University. Preferences in hiring exist for persons of the Southern Baptist faith. The University is also committed to building a more ethnic and racially diverse faculty.